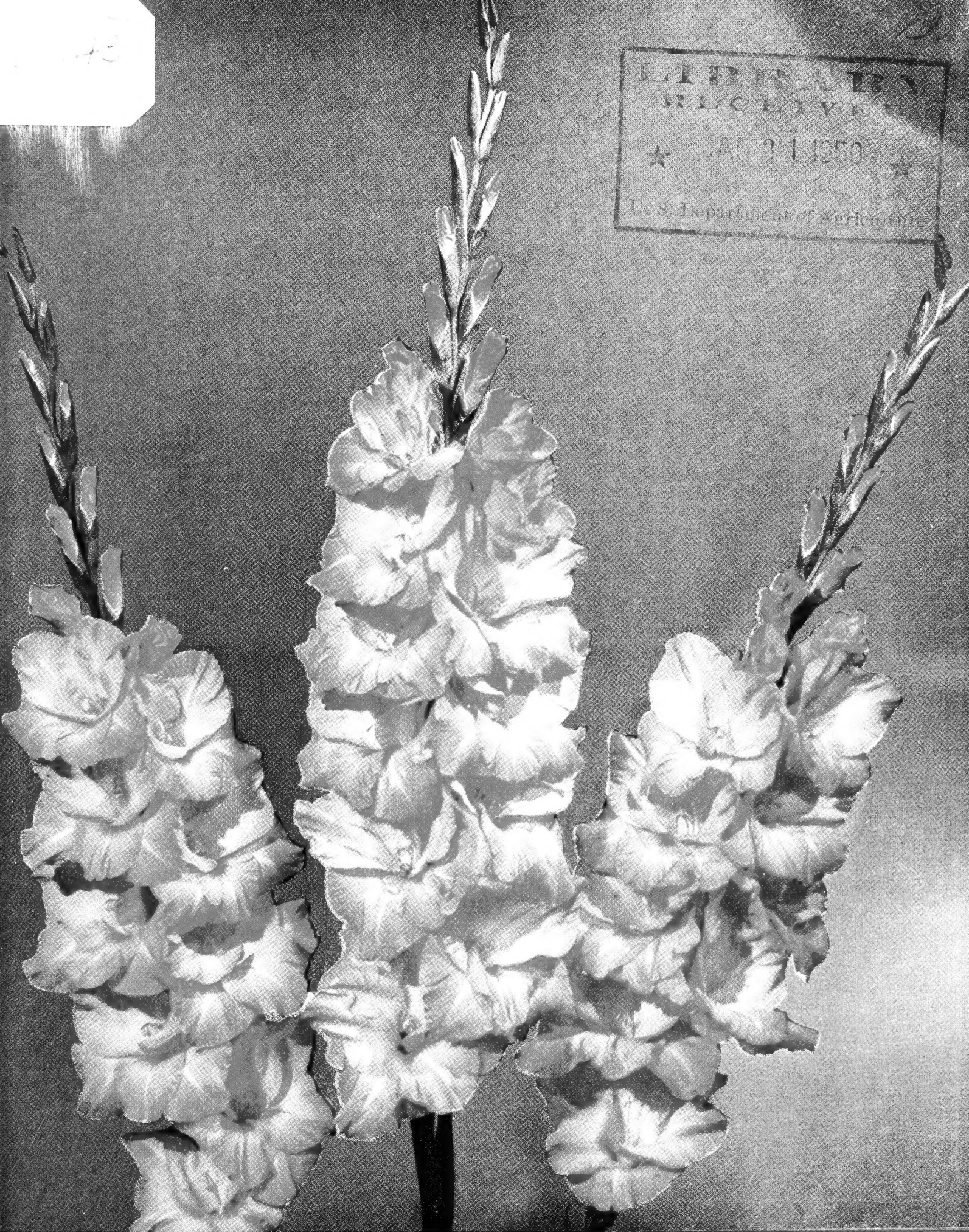


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Noweta Rose

Glad's for 1950

NOWETA GARDENS

ST. CHARLES, MINNESOTA



Our Introductions for 1950

Noweta Rose (530) (Fischer, 1950) (85 days) (Rose O'Day x Elizabeth the Queen) (Seedling No. 173-45)

Noweta Rose is undoubtedly our most sensational introduction to date. I won't say it is any more beautiful than Friendship, Wedgwood, Lavender Lace, or Little Gold, but it possesses such a combination of beauty, immensity, and good growing habits that it is likely to be included at once in nearly everybody's list of the "Dozen Greatest Glads".

Noweta Rose is a clean lavender-rose color, not quite as deep as Chamouny and about as cool as Rose O'Day. Grows five feet tall for us without a particle of fertilizer and I won't be surprised to hear of its going to six feet when given a shot of nitrogen. But the most remarkable thing about Noweta Rose is the fact that it readily opens twelve blooms in the field with eight more showing color out of a total of 22-24 buds. (Spikes pictured on the cover were photographed the second day after the first blooms opened and had still more blooms open the next day.) Unlike most giant glads, Noweta Rose is not floppy but has excellent substance and great beauty of form. The only weakness of this variety to my knowledge is its refusal to set seed or to produce pollen. So don't buy it for hybridizing. Just buy it to put your neighbors' eyes out and to win grand-championships!

Noweta Rose has been exhibited six times with the following results:

In 1946 we displayed it at the Iowa Glad Show at Sioux City, where it won both the first-day and second-day grand-championships. At that time the well-known glad fancier and grower, A. J. Amsler, who judged it, wrote us: "I want to congratulate you on your seedling 173-45 that won grand champ and second-day grand champ. I've seen and judged a lot of glads, but I can truthfully say that your seedling was the most perfect glad I ever judged. I can further truthfully say that it was the best spike I ever judged on the second day, which is most uncommon, as most grand champs are unfit to look at the next day in at least nine out of ten cases."

In 1948 a spike of 173-45 displayed for me by Ernie Vennard at the Nebraska show was judged "best seedling of the show".

Last spring, in order not to have all my eggs in one basket in the case of our "Great Rose", I sent part of the stock to a fellow-grower and friend near Omaha to have it grown for me. He displayed 173-45 at the 1949 Nebraska show, where it won the three-spike grand-championship. A basket of Noweta Rose was also judged the Grand-Champion Basket.

At the North American Gladiolus Council meeting last winter in Toronto. Mrs. O. B. Geer of Geneva, Ohio, won a bulb of 173-45 as a prize in connection with the program. This bulb bloomed in time to hit the Tri-State show at Wellsville, Ohio, where it was judged the "grand-champion seedling of 1949" in competition with about 150 entries.

The fifth instance in which 173-45 was exhibited was by Dr. Knight at the 1949 Iowa Glad Show, where it again won the award for best seedling.

Then, last spring, I sent three bulbs of Noweta Rose to the Laruses in Connecticut to see what it would do in the East. One of the spikes bloomed in time to enable them to hit the New York City show, where it was judged the seedling champion and also grand-champion of the show.

Numerous growers asked to be co-introducers of Noweta Rose, but frankly I did not have the stock to make this feasible. Although Noweta Rose is a tremendous propagator and a good germinator, we had an accident with half of the bulblets last spring, when, in warming them in a sack near a heater, as we do all important bulblets stocks to insure top germination, part of them got cooked. I thought at first we would have to hold Noweta Rose another year. I could have raised the price, for this is a \$10 glad if there ever was one, but not wishing to go over our \$2 ceiling on introductions and not having the stock to justify unlimited dissemination at such a low price as \$2, in view of the tremendous demand there is sure to be for this variety, I finally decided to offer it at our regular price but to limit sales to two bulbs per customer (unless purchased in the sets on page 5).

If you want a Grade A thrill in your 1950 garden, be sure to include Noweta Rose!

Noweta Rose is pictured on pages 7 and 21 as well as on our cover.

Any size, each, \$2. Limit: two bulbs to a customer, except that additional bulbs may be purchased in sets on page 5. No bulblets this year except in sets.



Lavender Lace

Heart O' Gold (401) (Fischer, 1950) (65 days) ((Maid of Orleans x Picardy) X Lavender and Gold) (Seedling No. 21-42)

Did you ever, as a child, receive a copy of the New Testament bound in white leather and stamped in gold? If you are familiar with such bindings, you will recollect what a beautiful color combination white and yellow are, combining as they do an effect of purity with an effect of richness. This color combination has been lacking in glads except for Mt. Index, which has a small yellow throat marking. Heart O' Gold, however, has a large butter-yellow throat blotch on a snowy white ground. The effect is strikingly beautiful. The rich golden throat blends softly into the immaculate whiteness. Lovely as sunlight on new-fallen snow.

One of the largest cut-flower growers in the country who had this on trial wanted to buy the entire stock; said it was the second earliest thing to bloom in his field. But I preferred to let everyone have the pleasure of growing this distinctive new variety.

The basket of Heart O' Gold on our inside front cover was photographed on July 12—which may not seem early to our Southern customers but really is mighty early for Minnesota. Note the beautiful clean-cut styling of Heart O' Gold and the long stretchy spikes. A good propagator, too, but not in the class of Noweta Rose in this respect.

Any size, each, \$2; 12 for \$20.

1L, 1M, 1S, 10 Blbts. for \$6.

5L, 5M, 15S, 100 Blbts. for \$40.

½ pint bulblets for \$100.

Lavender Lace (460) (Fischer, 1950) (85 days) (Elizabeth the Queen x Poet's Dream) (Seedling No. 53-46)

Here is a glad reminiscent of the Gay Nineties, the era of fragrant lavender and old lace. It is the first of a series of outstanding large lavenders which we have coming along. Lavender Lace is very similar in size, height, and color to Elizabeth the Queen, but is more beautiful, inheriting much of the waxy texture and purity of throat of that truly ethereal lavender, Poet's Dream. When well grown it is quite intensely ruffled, creating a beautifully lacy effect. A lavender as beautiful as Poet's Dream or Wedgwood, but in the 400 size class. Excellent propagator. A real acquisition in the weak lavender class.

Any size, each, \$2; 12 for \$20.

1L, 1M, 1S, 10 Blbts. for \$6.

5L, 5M, 15S, 100 Blbts. for \$40.

½ pint bulblets for \$100.

Little Gold (212) (Fischer, 1950)
(80 days) (Golden
Poppy x Premier)

Here is one of my personal favorites among all the glads I have ever introduced. It is a seedling of two Prestgard varieties and inherits all the beauty of the Prestgard strain. The color is almost identical with that of the California poppy, perhaps a trifle less orange and more golden. In fact, its color is almost an exact duplication of the color of Golden Poppy, if you remember that beautiful variety, but Little Gold has heavier substance and is richly ruffled. Also, it opens in water better than Golden Poppy. In beauty, charm, and general excellence, this glad rates with Little Sweetheart, Starlet, and Twinkles as one of the four best 200 size glads. Indeed, I consider it as beautiful and as important as the slightly larger Wedgwood. In size it is really on the line between the 200 and 300 size classes, but I preferred to place it in the smaller class. Truly a gem for color and perfection of form. Sells on sight as a cut-flower. Stunning in arrangements. A fine propagator. Pictured in color on page 38 (spikes grown from planting stock).

Any size, each, \$1; 12 for \$10.
1L, 1M, 1S, 10 Blbts. for \$3.00.
5L, 10M, 15S, 100 Blbts. for \$20.
½ pint bulblets for \$40

Bonfire (436) (Fischer, 1950) (80
days) (Dr. Hoeg x Centen-
nial) (Seedling No. 826-41)

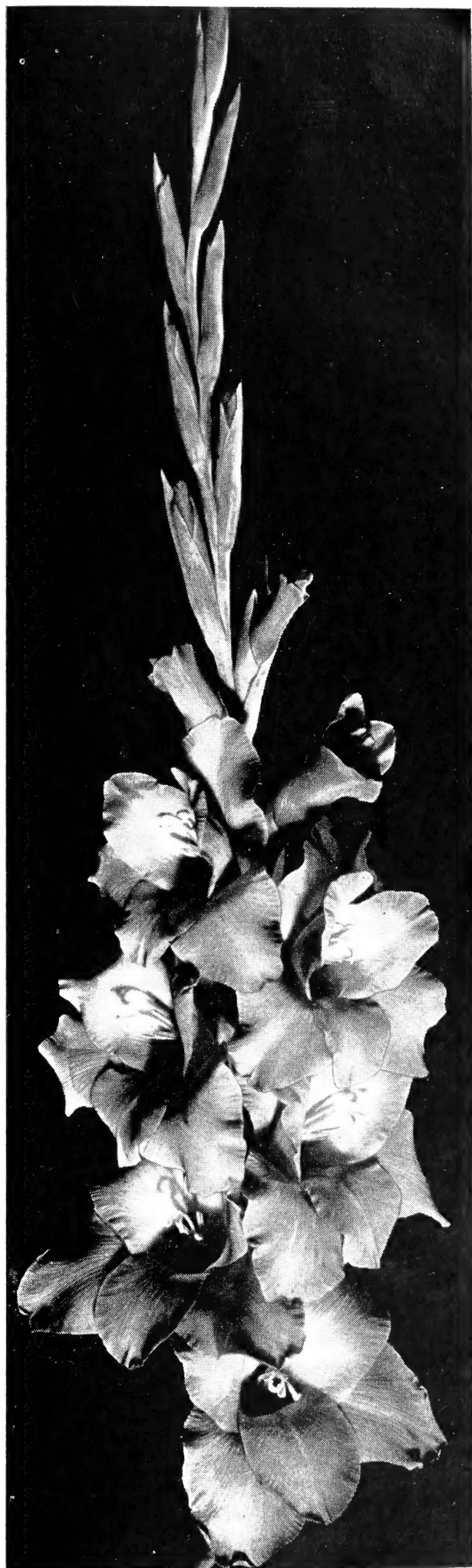
Here is a scarlet glad descended from the maroon Dr. Hoeg (from which the lustrous Velvet Mantle also comes), but it is a scarlet of peculiar intensity of coloring—a trait Dr. Hoeg seems to give to its progeny. We took Bonfire and compared it with all the other scarlets on our list and found it easily the most brilliant. Indeed, it is the most brilliant glad in our entire list. Bonfire vies with Regal Red as the most popular red or scarlet glad with our cut-flower crew. It grows five feet tall, producing spikes of remarkable uniformity which readily open six to eight clean-cut florets of glossy enameled sheen. An outstanding cutter and propagator.

Same prices as Little Gold.

Nocturne (354) (Fischer, 1950) (80
days) (Melrose x Black
Diamond) (Seedling No. 90-45)

A beautifully ruffled deep rose-red, about halfway between maroon and purple. Something different in glad colors. Marvelously rich and silky in a bouquet. When this first bloomed, one of the proprietors of one of the largest general nurseries in America, then visiting our trial ground, tried to buy the entire stock of it. A real beauty and a good grower, propagator, and germinator.

Same prices as Lavender Lace.



Bonfire



Few Glads Equal ENCHANTMENT in Beauty of Form

Enchantment

(432) (Fischer, 1950) (70 days) ((Picardy x Solveig) X Myrna)
(Seedling No. 184-42)

Last year our two premium varieties, Summer Snow and Regal Red proved just as outstanding with our customers as our regular introductions. We believe the same will prove true again in 1950.

Enchantment is a gorgeously ruffled deep salmon with a large, smooth, creamy throat. Florets are beautifully rounded and wonderfully waxy in texture. When a prominent glad critic, conversant with hundreds of varieties, saw this two years ago for the first time, he pronounced it the most beautiful gladiolus he had ever seen. It is outstandingly beautiful. But we have a large stock of it and have chosen it for one of our premium varieties for this season.

Not for sale this year. To be used as a premium bulb on orders of \$5 or over.

Florentine

(500) (Fischer, 1950) (80 days) (Snow Princess X (Minuet x Rose-marie Pfitzer)) (Seedling No. 626-41)

This is a large statuesque white with cream throat that grows five feet tall. Florets are of good substance and attractively frilled. A rival of White Christmas, but of different parentage and different in form. More frilled than ruffled. Pictured on page 32.

Not for sale this year. To be used along with Enchantment as a premium bulb on orders of \$5 or over.

Special Offers On Introductions

Our group offer on introductions last year was so well received that we decided to repeat it this year with variations. Remember, it is our price policy not to charge more than \$2 for a Noweta Gardens' introduction. We are able to introduce the most outstanding sorts at this modest price because we grow our originations one year longer than usual before introducing them. That not only insures adequate stock but it insures adequate testing before a variety is put on the market. In these sets we have gone the last mile with our customers in the matter of price. Instead of getting a bulb of only ONE introduction for \$5, as is customary, you get bulbs of EIGHT adequately-tested introductions for \$7.50! (To see what our customers have to say about our last year's introductions, please turn to page 53.)

Especially generous are the bulblet collections, since bulblets of Noweta Rose would ordinarily be priced at \$1.00 each. Only a limited number of these collections are available. Stock is offered subject to prior sale. Please order early to avoid disappointment. Bulblets of Noweta Rose will not be sold this year except in these collections.

Treasure Trove Collection	{	1 Bulb, Any Size, NOWETA ROSE	\$ 2.00	{	\$10 Value for \$7.50
		1 Bulb, Any Size, HEART O'GOLD	2.00		
		1 Bulb, Any Size, LAVENDER LACE	2.00		
		1 Bulb, Any Size, LITTLE GOLD	1.00		
		1 Bulb, Any Size, BONFIRE	1.00		
		1 Bulb, Any Size, NOCTURNE	2.00		
		1 Bulb, Any Size, ENCHANTMENT	Free		
		1 Bulb, Any Size, FLORENTINE	Free		
Home Gardener's Collection	{	20 Bulblets of NOWETA ROSE	\$ 10.00	{	\$32 Value for \$25
		50 Bulblets of Heart O'Gold OR Lavender Lace	7.00		
		100 Bulblets of Little Gold OR Bonfire	5.00		
		1 Large of Each of Our 1950 Introductions	10.00		
Small Grower's Collection	{	100 Bulblets of NOWETA ROSE	\$ 40.00	{	\$100 Value for \$75
		200 Bulblets of Hcart O'Gold OR Lavender Lace	25.00		
		¼ Pint Bulblets of Little Gold OR Bonfire	25.00		
		1 Large of Each of Our 1950 Introductions	10.00		
Large Grower's Collection	{	½ Pint Bulblets of NOWETA ROSE	\$150.00	{	\$300 Value for \$250
		½ Pt. Blbts. of Heart O'Gold OR Lavender Lace	100.00		
		½ Pint Bulblets of Little Gold OR Bonfire	40.00		
		1 Large of Each of Our 1950 Introductions	10.00		

Please indicate your preference where a choice of varieties is offered.

Gladiolus Gleanings

Greetings to our many glad friends and customers—and also to those of you who are receiving our catalog for the first time. I hope you had a great deal of pleasure out of your glads in 1949 in spite of difficult weather in many areas and that you are looking forward to a lot of new thrills in your 1950 garden.

Before I tell you about some of the new worldbeaters now available for the first time, let's commiserate a little about the 1949 weather! Even as I write this, the largest city in America is struggling to conserve its dwindling water supply. The drouth back of this situation began last June and took in much of the eastern half of the continent. When I flew across Ontario in mid-August, after attending the Canadian glad show, that province was a sea of brown. We were not hit quite so hard here in the upper Midwest, though even here we had to depend heavily on irrigation. I feel that our irrigation system installed two years ago paid for itself again this year. A weekly soaking paid off with another wonderful crop of high-crowned bulbs full of the pep required to produce those tall, rangy spikes next year.

But no amount of watering will produce ideal spikes in prolonged 100° weather because the heat forces premature blooming. Everyone recognizes that pansies are much larger in cool weather than in hot weather but may be inclined to ascribe that fact to pansies being a cool-weather flower. But the same principle applies even to warm-weather flowers. An interesting instance was noted by visitors to the Jackson & Perkins rose garden at Newark, N. Y. on July 4, 1948. The roses, then just coming into full bloom after three weeks' delay due to cool weather, were unbelievably large—almost like greenhouse chrysanthemums. I presume it is just another application of Emerson's law of compensation: Have your blooms early, or wait and have superior flowers. Duluth, Minnesota, which has very late springs compared to Southern Minnesota, where we are located, affords an annual illustration of this principle, being famous for the quality of its flowers.

I know you are going to be surprised at **not** seeing some highly-touted glad varieties in our list. We are as vigilant as we know how to be in our search for outstanding new varieties. My travels this year in visiting glad shows and other growers' fields were more extensive than ever before. But really outstanding varieties are never very numerous. I just can't find 400, 500, or 600 varieties that seem to me worth listing.

New glad varieties are such a gamble that no glad grower has any temptation to play the horses. Mr. C. W. Currie, whose "Popularity Ratings" we reprint in this catalog, states that he totalled 216 new glad varieties introduced in 1949. We tried a good many of them—all the heavily advertised ones. In fact, we have several thousand dollars tied up right now in varieties under test, but I just can't bring myself to catalog them until they have given an outstanding account of themselves in our trial ground. I believe that a conservative attitude in this respect will pay off in saving our customers disappointments.

Growing glads in a high-fertility, low-humidity area like the Midwest is different from growing them in a cool and humid coastal climate. Whereas our fertile soil makes for high-grade bulbs, our dry air calls for a lot of stamina if a variety is to produce good bloom. Thus in a sense the Midwest makes an ideal testing-ground for new varieties. A glad which does well here should do well nearly everywhere.

But even if there did seem to be an unusual number of "flopperos" among the 216 introductions of 1949, we feel that it is wise to take a charitable attitude because we know from experience that some of those which did not impress us this year will undoubtedly prove outstanding when acclimated. So, if you fail to find this or that alleged worldbeater in our list, you know that we were not sleeping at the switch. In the meantime, you can buy with confidence anything on our list, having assurance that it has been adequately tested.

We also have a rule not to list any variety selling for more than \$2.00 apiece, except in rare instances. If rose growers can maintain a ceiling of \$2.50 per bush on new roses, surely \$2.00 is a high enough introductory price for a gladiolus bulb. I am happy to see that more and more introducers are sharing this viewpoint. Not nearly as many \$5.00 and \$10.00 introductions are being put out as a few years ago.

No variety can be in the limelight for more than a few years. Praising a \$5.00 or \$10.00 variety to the skies merely creates frustration in the fancier who has a champagne taste and a beer income. Then when this variety gets down to a price where it would be in big demand, it is forgotten and some new out-of-reach worldbeater is the center of attention. How much more sensible to make the publicity coincide with moderate prices and make both buyer and seller happy!

In spite of what may appear an overly conservative attitude on new varieties, we have

added 42 adequately-tested new varieties to our list, including a few revivals and our own introductions for 1950. We present these with a good deal of confidence that you will be delighted with both their beauty and performance.

Let me tell you about some of these beauties whose charms as seen last summer even now flash upon the inward eye: One of the biggest thrills of the season was Strawberry Peach, a pinky-buff of wonderful substance and marvelous ruffling. Patrol, a luscious golden-buff, was also a real bell-ringer. The still-very-new Pactolus is definitely an eye-stopper in the garden and is probably destined to be grown more extensively than any other blotched variety in history excepting perhaps the old Mrs. Frank Pendleton. While we are on the buffs, I should also mention the oddly-marked Manchu which was a dream of a cut-flower last summer.

Dark glads with white throats have always been scarce and never previously very outstanding. We found a good one in Carnival from Len Butt, the Canadian originator who has given us so many fine reds. Distinctive Tarawa is another scarlet beauty which we felt merited a place on our list. Salmony Cherry Jam surprised us with its quality last summer. Skyway is a truly halcyon pink that is going places as a commercial. In Sandman we found a smoky of more-than-usual beauty and in Twinkles a 200-size glad that you will all wish to have. Nila is another good thing in deep rose-red from that very modest introducer of so many good things, Robert Pruitt.

Since my own offerings for 1950 are fully described elsewhere, I won't take space to mention them here. But I would like to give you an interesting bit of history relating to our new color-gem, Little Gold. This first bloomed in 1937 and was so small that for many years I called it Lilliput. Propagation was nearly nil, but I saved it anyway for my own enjoyment. For ten years it refused to propagate. Then in 1948—coincident with the installation of our irrigation system—with less than a tray of stock at that time to start with, it suddenly became a runaway propagator, as it was again last summer. It also

**NOWETA ROSE Was in a Class by
Itself in Our Trial Ground**



increased in size from a 100-size glad to a point where it is on the line between 200 and 300-size. I hope many of you will try this wonderful little glad. If I could grow only one yellow or orange, this would be it. None of its competitors can touch it for beauty and color intensity. It makes a much finer spike than our illustration (page 38) of blooms from planting stock suggests.

Our SEASON'S HONOR ROLL (excluding my own varieties) is as follows: Strawberry Peach, Carnival, Pactolus, Evangeline, Red Cherry, Redwing, Tivoli, Patrol, Cherry Jam, and Sherwood. A variety on a previous season's honor roll is not eligible again.

Other varieties outstanding for us, or, in a few cases seen elsewhere, (again omitting my own varieties) were: Florence Nightingale, Burma, Orange Gold, Boulogne, White Challenge, Parthiana, King Alfred, C. D. Fortnam, Marion Pearl, Eureka, Spic and Span, Abu Hassan, Better Times, Sparks, Spotlight, Dieppe, Aureole, Betty's Choice, Birch Red, Blessed Damosel, Big Joe, Salman's Glory, Ravel, Gaylore, Genghis Khan, Benjamin Britten, Ladrone, Lancaster, Lavender Prince, Deborah Sampson, White Goddess, Silver Wings, Leading Lady, Starlet, Sunspot, Radiance, Topflite, Victory Queen, Mighty Monarch, Maxwellton, Polynesia, Circe, Fire Gleam, Ruffled Night, Sequin, Lovelace, Necia, Sincerity, Frosty, Great Lakes, Modena, Bernadette, Spring Song. Some of these we shall not list until next year.

Scores of others have not yet been outstanding for us and will have to be retained for further trial.

This year I am discontinuing: Algonquin, Annamae, Badger Beauty, Chief Multnomah, China Maid, Discovery, Gen. MacArthur, Goldenheart, King Arthur, Lantana, Misty Dawn, Rose Delight, Ruffled Beauty, Stoplight, Tralee, Vulcan, White Gold, and Wings of Song.

We recommend the following "First Earlies" to growers of early cut-flowers: Arethusa, Better Times, Blue Beauty, Brightside, Cupid, Enchantment, Friendship, Freedom, Gaylore, Gratitude, Heart O' Gold, Heavenly White, Huntress, Invictus, June Day, Lavender and Gold, Modern Times, Mt. Index, Red Cherry, Red Plush, Rosa van Lima, Rose Charm, Snow Princess, Starlet, Wedgwood, and Yellow Herald.

Our best growers from bulblets last summer (selected in the field last September and given in order) were: Mighty Monarch, Red Rascal (from Foss Heaton), Carnival, Connecticut Yankee, Evangeline, White Christmas, Rose O'Day, Redwing, Velvet Mantle, Beauty's Blush, Lavender Prince, Bonfire, Spindrift, Boulogne, Yellow Herald, Spotlight, June Day, Red Cherry, Aureole, War Paint, Genghis Khan, Eureka, and Enchantment.

Just as we go to press, the December, 1949, North American Gladiolus Council **Bulletin** has arrived with a summary of last summer's show winnings by different varieties. The following is the record of our recent introductions:

OUR 1949 INTRODUCTIONS

Velvet Mantle	won first in the 454 class	5 times.
Friendship	won first in the 442 class	7 times.
Freedom	won first in the 401 class	7 times.
Summer Snow	won first in the 300 class	14 times.

OUR 1948 INTRODUCTIONS

White Christmas.....	won first in the 500 class	10 times.
Rose Charm	won first in the 360 class	10 times.

OUR 1947 INTRODUCTIONS

Beauty's Blush	won first in the 440 class	4 times.
Wedgwood	won first in the 366 class	8 times.

No report was given on the 200-size glads, so we don't know how Little Sweetheart fared. Although we have an exceptionally large number of enthusiastic testimonials on Regal Red, no show winnings are reported, perhaps because it bloomed too late for the shows. It is the latest-blooming variety in our catalog.

We did not introduce very many glads prior to 1947, but two earlier ones also made good records as show winners: Gratitude (six firsts) and Rose O'Day (four firsts).

We are quite happy about this unusual record of show winnings for varieties that have been disseminated such a short time. It apparently confirms the success of our efforts to introduce only varieties that combine beauty with good performance.

In concluding this annual chat with our friends and customers, I want to thank you all again for your heart-warming letters and generous patronage. We of Noweta Gardens will continue to do our best to make glad-growing a supremely enjoyable hobby.

May your 1950 glad garden fulfill your fondest hopes and expectations.

Carl Fischer



Freedom

Glads in Home Decoration

How empty and lifeless even the most beautifully furnished room looks without flowers! What a transformation one or more beautifully arranged bouquets can make! Flowers bring warmth and cheer, sweetness and charm into the home. Flowers bid welcome to guests, light up dark days, lift life above the commonplace, lend glamour to modest living. Small wonder, therefore, that the most home-loving people have always made the most of flowers. Flowers, like mother, are an essential part of home.

Because they bloom over such a long season, glads play an unusual role in home decoration. Their wide range of color enables them to harmonize—or to provide an effective note of contrast—in any color scheme. Lovers of rich dark colors or of delicate pastels find their tastes gratified in the wide color range of the gladiolus. Size variations make glads suitable for the tiniest table decorations, or the most massive fireside bouquet.

The vogue for flower arrangement has increased the popularity of glads. No longer do flower lovers crowd their blooms into small receptacles. Low baskets or wide-mouthed vases afford opportunity for graceful arrangement in either a formal or informal style. Since glads are a “steeple flower”, such mixers as euphorbia corollata, baby’s breath, pom-pom or single dahlias, perennial asters, etc., or huckleberry leaves and maidenhair fern, may be used to add charm and soften the effect. The varied personality of ruffled and plain-petalled glads, of massive and wire-stemmed types, gives one wide latitude for experimentation in creating new decorative effects.

If you have not grown the glorified modern gladiolus, try a few in your 1950 garden, and see what extraordinary opportunities they create for the beautification and glamourization of your home!

Gladiolus Popularity Ratings

Last year Mr. C. W. Currie, a Canadian engineer and gladiolus fancier, published for the first time in the **Bulletin** of the North American Gladiolus Council a symposium on gladiolus varieties that was unique both in its comprehensiveness and in the scientific manner in which the results were achieved. Popularity ratings were based on the number of catalog listings, show winnings, commendations in articles in various publications, etc. We secured permission to republish this article in our 1949 catalog, only to find ourselves too crowded for space to include it. Happily, Mr. Currie has repeated his analysis of variety popularity again this year, bringing it up to date, and, with twelve more pages in our catalog, we are indeed gratified to be able to publish the results of his studies as a means of helping our customers select varieties for their gardens.

Space does not permit a full description of the methods followed by Mr. Currie in his analysis, but we should point out that proper handicaps were given varieties in respect to year of dissemination so that new varieties would be in the running along with those in commerce several years. No varieties introduced so recently as last year could, however, be included. Only varieties introduced up to and including 1948 are, therefore, to be found in this "popularity contest".

Varities listed in this catalog are indicated by bold type, together with page numbers, for your convenience. Varieties listed in earlier Noweta Gardens' catalogs are followed by an *.

WHITE

	Rating	Size
1. Silver Wings (p. 44).....	92.0	500
2. Florence Nightingale (p. 25).....	84.4	400
3. White Christmas (p. 52).....	82.7	500
4. Myrna *.....	74.9	400
5. Surfside *.....	74.7	400
6. White Goddess (p. 52).....	73.3	500
7. Strathnaver	73.0	500
8. Snow Princess (p. 46).....	73.0	400
9. Annamae *.....	69.9	400
10. Spindrift (p. 47).....	69.5	400
11. White Magic	69.4	500
12. Texas	69.3	500
13. Wax Model	69.3	400
14. Lady Anne	68.9	400
15. Fair Angel *.....	68.3	400
16. Annette	68.2	500
17. Snow Flurry (p. 46).....	68.1	400
18. Mary Odell	67.4	400
19. Reliant	67.3	500

WHITE WITH BLOTCH

1. Margaret Beaton (p. 34).....	83.9	501
2. White Challenge (p. 52).....	75.8	501
3. Mt. Index (p.35).....	73.4	401
4. Silver Star (p. 44).....	68.8	401
5. Silentium	68.4	401
6. Elegant Lady	67.5	401
7. Ariadne *.....	67.0	401

CREAM

1. Leading Lady (p. 33).....	99.0	506
2. Lady Jane (p. 31).....	86.8	406
3. Oriental Pearl (p. 38).....	80.7	506
4. Salman's Glory (p. 43).....	75.6	506
5. Connie G.	73.4	506
6. White Gold *.....	72.9	506
7. Sparks (p. 46).....	72.3	506

LIGHT YELLOW

	Rating	Size
1. Crinkle Cream (p. 22).....	80.5	410
2. Mother Kadel *.....	74.6	410
3. Golden Arrow	74.4	510
4. Sir Galahad	72.5	510
5. Golden Beauty	70.7	410
6. Oregon Gold	70.3	410
7. Lemon Ice	69.1	410
8. Martha Dean	68.4	410
9. Kathy Lee	67.9	410
10. Tahlahneka	67.1	510
11. Perdita (p. 39).....	67.0	410

DEEP YELLOW

1. Spotlight (p. 47).....	95.8	412
2. Van Gold *.....	73.5	312
3. Golden State *.....	69.7	512
4. Spun Gold (p. 47).....	68.2	312
5. Yangtze	68.0	312
6. Klondike	67.8	412

BUFF

1. Sunspot (p. 47).....	91.5	416
2. Susquehanna (p. 48).....	75.0	416
3. Sunlight (p. 47).....	74.3	416
4. Helen of Troy	73.8	516
5. Patrol (p. 39).....	72.9	316
6. Dr. Whiteley *.....	72.2	516
7. Gold Medal	71.7	516
8. Pactolus (p. 38).....	71.1	416
9. Kawatiri	69.4	516

LIGHT ORANGE

1. Daisy Mae (p. 22).....	83.1	520
2. October Sunshine (p. 36).....	74.0	420
3. Lantana *.....	71.9	420
4. Kestrel	71.6	420
5. Bit O' Heaven *.....	70.7	320
6. Janet Lee	68.8	420
7. Butterscotch	67.0	420

DEEP ORANGE

	Rating	Size
1. Orange Gold (p. 36)-----	81.2	422
2. Trocadero (p. 49)-----	76.3	422
3. Crackerjack -----	72.3	422
4. Gratitude (p. 26)-----	70.7	422
5. Tut's Both -----	70.3	422
6. Orange Prince (p. 38)-----	69.5	322

LIGHT SALMON

1. Picardy (p. 39)-----	82.1	530
2. Victory Queen (p. 50)-----	75.1	430
3. Bengasi -----	73.4	530
4. Glamis -----	69.3	530
5. Prosperity -----	68.9	530
6. Marlene Both -----	68.8	430
7. King William* -----	67.5	530

DEEP SALMON

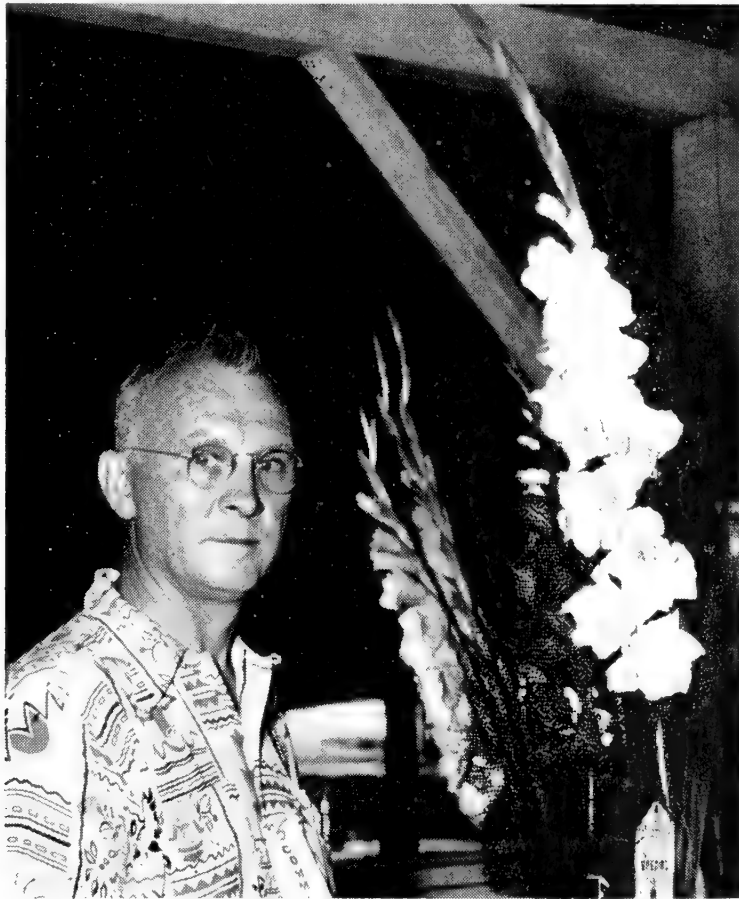
1. Spic and Span (p. 46)-----	96.0	432
2. Dieppe (p. 22)-----	81.3	432
3. Genghis Khan (p. 26)-----	73.7	432
4. Spitfire -----	72.0	432
5. Marguerite* -----	70.5	532
6. King Alfred (p. 30)-----	70.2	532
7. Ogarita -----	70.0	532
8. Margaret Fulton* -----	69.8	332
9. Pioneer -----	69.3	532
10. Boldface -----	69.0	532
11. Ladrone (p. 31)-----	68.5	432
12. Harmau -----	67.7	532
13. Strawberry Peach (p. 47)-----	67.3	532

SCARLET

	Rating	Size
1. Redwing (p. 41)-----	87.5	536
2. Algonquin* -----	82.8	536
3. War Paint (p. 50)-----	77.2	436
4. Tarawa (p. 48)-----	75.7	336
5. Valeria* -----	74.0	436
6. Intruder -----	73.5	536
7. Beacon* -----	73.5	436
8. Hiawatha -----	70.8	436
9. J. V. Konynenburg -----	70.7	436
10. Redowa -----	70.4	436
11. Destiny (p. 22)-----	69.1	536
12. Carnival (p. 20)-----	68.7	436

LIGHT PINK

1. Phantom Beauty (p. 39)-----	94.0	540
2. Heart's Desire (p. 28)-----	78.5	540
3. Beauty's Blush (p. 17)-----	77.7	440
4. Yankee Lass -----	76.9	440
5. Ethel Cave Cole (p. 25)-----	76.4	440
6. Truelove (p. 50)-----	74.3	440
7. Greta Garbo* -----	72.9	440
8. Jeanie (p. 29)-----	72.7	440
9. Lady Luck (p. 31)-----	71.7	540
10. Personality -----	71.0	540
11. Magnolia (p. 33)-----	69.3	440
12. Ivy Robertson -----	67.6	440
13. Deborah Sampson (p. 22)-----	68.5	440
14. Dream Castle -----	68.4	340
15. Pink Radiance -----	68.2	440
16. Eglantine -----	68.0	540



Dr. Jecmenek, Supervisor of Judges, Awarding the Grandchampionship of the Cedar Rapids, Iowa, Glad Show to a Spike of WHITE CHRISTMAS Grown by Mrs. Etta Feye of Bellevue, Iowa.

LIGHT PINK WITH BLOTCH

	Rating	Size
1. Connecticut Yankee (p. 20)	86.5	441
2. Big Top (p. 18)	78.7	541
3. Lipstick (p. 33)	74.6	441
4. Cleo	72.7	441
5. June Day (p. 30)	71.4	441
6. Mystery	69.8	541

DEEP PINK

1. Summer Gal	79.1	542
2. Cover Girl*	78.3	542
3. Fabulous (p. 25)	74.1	442
4. Cotillion	73.5	442
5. Boise Belle	70.9	342
6. Wings of Song*	70.6	442
7. Pandora (p. 38)	70.3	342
8. Pink Charm	68.4	542
9. Pink Paragon	69.3	342
10. Treasure Island	68.9	542
11. Cherry Jam (p.20)	67.1	542

LIGHT RED

1. Mid-America (p. 35)	85.4	550
2. Red Cherry (p. 41)	75.9	450
3. Hawkeye Red (p. 27)	73.2	450
4. Ohio Non-Pareil	72.1	550
5. Red Rascal (p. 41)	72.0	550
6. Royal Windsor	72.0	550
7. Rocket	71.7	450
8. Gracie Allen	68.1	450
9. Rita Mae (p. 42)	67.2	450

DEEP RED

1. Red Charm (p. 41)	90.8	452
2. Birch Red (p. 18)	80.1	552
3. Firebrand (p. 25)	78.2	452
4. Mighty Monarch (p. 35)	78.1	552
5. Stoplight*	75.2	452
6. King Click	72.0	552
7. Kenwood*	67.5	452

BLACK-RED

1. Black Opal (p. 18)	79.0	354
2. Mansoor (p. 33)	75.9	454
3. Black Cherry	74.7	554
4. Paul Robeson	73.7	454
5. Grand Monarch	69.8	554
6. Rewi Fallu*	69.7	554
7. Black Panther	69.3	554
8. Mohawk*	69.3	454
9. Mrs. R. G. Errey	69.2	554

LIGHT ROSE

1. Evangeline (p. 25)	97.2	560
2. Miss Wisconsin (p. 35)	90.7	460
3. Topflite (p. 49)	84.3	460
4. Corona (p. 20)	82.9	560
5. Chamouny (p. 20)	76.7	460
6. Tivoli (p. 49)	75.8	460
7. Venida (p. 50)	73.4	460
8. Rosa van Lima (p. 42)	73.1	460
9. Rose Charm (p. 42)	71.4	360
10. Astrid*	71.0	560
11. Oregon Rose	71.0	460
12. Dawn Glow	70.2	560
13. Tralee*	69.2	460
14. Rose O' Day (p. 43)	69.0	560

DEEP ROSE

	Rating	Size
1. Burma (p. 20)	94.7	562
2. Gen. Eisenhower	73.7	562
3. H. R. Hancock	70.7	462
4. Betty's Choice (p. 17)	68.0	362
5. Sioux City Sue	68.1	462
6. Early Rose*	67.5	362

LAVENDER

1. Elizabeth the Queen (23)	93.0	566
2. Huntress (p. 29)	88.9	466
3. Siboney	79.4	566
4. Wedgwood (p. 50)	78.0	366
5. Myrna Fay*	76.8	466
6. Lady Marion	76.0	466
7. Lavender Prince (p. 33)	75.9	466
8. Minstrel	74.4	566
9. Badger Beauty*	74.0	466
10. Patrician	73.2	566
11. Abigail	72.5	366
12. Poet's Dream (p. 39)	69.8	366
13. Lavender Queen*	69.7	366
14. Minuet*	68.7	466

PURPLE

1. Purple Supreme (p. 41)	83.2	470
2. King Lear (p. 30)	78.9	570
3. Vulcan*	76.6	470
4. Lancaster (p. 31)	76.4	470
5. Mrs. Mark's Memory*	74.2	570
6. Paul Rubens	69.5	470
7. Dorothy Armstrong	69.2	470
8. Gloaming*	68.0	370
9. Convoy	67.3	570

LIGHT VIOLET

1. Blue Beauty (p. 19)	80.9	476
2. Ravel (p. 41)	78.6	476
3. Blue Ice	72.2	576
4. Blue Bonnet	72.1	576
5. High Life (p. 28)	67.8	476
6. Silver Gull (p. 44)	67.0	476

DEEP VIOLET

1. Abu Hassan (p. 15)	83.7	378
2. Blue Boy	68.3	478
3. Porcelain Blue	67.9	478

SMOKY & ANY OTHER COLOR

1. Oklahoma (p. 36)	78.9	380
2. Buckeye Bronze (p. 20)	78.5	490
3. Flying Fortress	75.7	580
4. Tunia's Mahomet	75.3	580
5. Dusty Miller (p. 22)	74.5	480
6. Vagabond Prince*	74.2	390
7. Color Marvel*	73.9	390
8. R.B.	72.8	590
9. High Finance (p. 28)	72.2	580
10. King Tan	70.6	590
11. Stormy Weather	69.2	480
12. Misty Dawn*	68.9	580
13. Voodoo	68.7	580
14. Mrs. C. W. Gannett	67.7	580
15. Sandman (p. 44)	67.0	480



THRIPS-FREE BULBS

Before the advent of DDT, thrips were a serious threat to glads. DDT, however is 100% effective. We dusted all our bulbs a year ago as we took them from the field, with the result that there was no sign of thrips last summer. Again this past autumn we dusted our bulbs once more with DDT to insure complete coverage.

We harvest only stock grown from small bulbs or bulblets and hence have only young, high-crowned bulbs to ship to our customers.

INSTRUCTIONS FOR ORDERING BULBS

All orders for \$2.00 or over postpaid. Prices in this list are net. All orders must be accompanied by cash in full or 25% cash may be sent with the order and the balance before shipment. All stock is guaranteed true to name, disease-free, and thrip-free. All stock is offered subject to prior sale. If any of our customers are willing to pay the transportation charges on their order, we will see that there are bulbs of a value much larger than the shipping cost added to the order to offset these charges.

Where bulblets are listed by the packet, 50 to 100 or more will be included in each packet. Excellent value guaranteed.

Five bulbs will be sold at one half the price of ten, but no single item will be accepted for less than 20 cents, unless quoted. If no 10 price is stated, it may be found by multiplying the price of a single item by 8.

We earnestly urge you to order as early as possible to avoid disappointment.

EXTRAS

We make it our business to put in with your order extra varieties, usually the newer ones for you to try out. If you like them, there is a good chance your order will include some more next year. You see we can both win.

BULB SIZES

Bulbs are graded into six different sizes. No. 1 size is 1½ in. and up; No. 2, 1¼ in. to 1½ in. with ¼ in. variation down to No. 6 size, which is ½ in. and under. In the retail list where Large, Medium and Small are used, Large will consist of No. 1 and No. 2 sizes, or No. 1 size as long as they last. Medium consists of No. 3 and No. 4 sizes, or No. 3 size as long as they last. Small sizes consist of No. 5 and No. 6 sizes. Early orders will get preference on the size. If you order Medium sizes for instance, and you get part or all No. 4 bulbs or ¾ in. to 1 in., please do not write us that we have given you the wrong size. It's simply because we are out of No. 3 size, and No. 4 bulbs also go as Medium size. Medium bulbs will almost invariably bloom, although not quite as large a spike can be expected as from a large size. Small-size usually will bloom, but not always.

ATTENTION!

All names on our mailing list not credited with an order in the last two years will be dropped unless we receive a card telling us that you still want to receive our catalog. Please notify us in case of change of address.

CULTURAL DIRECTIONS

A sheet of complete cultural directions will be sent with every order.



Our Mid-September Cut-Flower Crew Pauses for a Picture before a Morning's Cutting (Largely from Planting Stock) Is Delivered to Rochester, Minnesota Left to Right, Front: My Father, Dominick Fischer; My Foreman, Arnold Franz; Mrs. Ed Hammer; My Sister, Louine Fischer; Rear: Louis Skidmore, Yours Truly, La Von Laack. Glads Held by Crew: Front: Bonfire, Beauty's Blush, Chamouny, Burma, Beauty's Blush, Orange Gold, Regal Red. Rear: Big Top, Rose Charm, Spotlight, Big Top, Beauty's Blush, Big Top.

Pleasure and Profit from Cut Flowers

America is full of people who are looking for ways to make "pin money". Thousands of persons use their spare time to take magazine subscriptions or engage in various types of handicraft in order to amplify their income. I want to suggest to the readers of this catalog that one of the most lucrative and most pleasant of all sidelines is to grow glads for local sale as cut-flowers. Many a flower lover who began growing glads as a hobby has expanded his sale of cut glads into a profitable business, usually without effort on his part and simply as a result of the admiration the blooms elicit. We ourselves sell about \$500 worth of cut glads (including wedding and funeral work) annually in St. Charles, Minnesota, which is a community of only 2000 population. I know of a case where a small city of 3000 population absorbs more than \$1000 worth of cut glads per year. Such sales are made entirely without advertising or solicitation. Doubtless far more could be sold if an outright sales campaign were conducted. Nor does it take a large area to grow an appreciable quantity of cut glads. I remember that years ago we cut and sold 5000 spikes from a

(Continued on page 54)

Headliner Glads for 1950

Glad fans generally want to know three things about a variety which they have not yet had a chance to try out for themselves: 1, How beautiful is it? 2, How valuable is it as a cut-flower? and 3, How large is it?

The generally adopted 500, 400, 300, 200, 100 size-classification system explained on page 55 accurately describes the floret size. To assist in respect to beauty and cut-flower value, we devised the following rating system and inaugurated it last year as an experiment. Customer reaction was so favorable that we have decided to continue it. In preparing the ratings, I have again consulted with a group of friends, including both growers and fanciers. Also, as last year, I have again refrained from rating my own varieties, leaving it to the friends with whom I consulted to do this for me.

I do not want to present these ratings in a dogmatic spirit, knowing full well how glads can vary in performance from place to place and from year to year—especially when they have not yet been acclimated. I do believe, however, that these ratings, based on extensive growing experience in most cases and worked out with meticulous effort to be fair, should give a good average picture of the merit of each variety and thus prove helpful to our customers.

KEY

- | | |
|---------|-------------------------------|
| ★ | moderately beautiful |
| ★ ★ | beautiful |
| ★ ★ ★ | very beautiful |
| ★ ★ ★ ★ | supremely beautiful |
| • | suitable for home garden only |
| • • | good local cut-flower |
| • • • | very good cut-flower type |
| • • • • | excellent cut-flower type |

Abu Hassan ★ ★ ★ (378) (K. & M., 1946) (80 days) In point of color this is the most unusual glad in our entire list. Like the rustic who, upon seeing a giraffe for the first time, expressed his incredulity by declaring, "There ain't no sech animal," so a flower lover, accustomed only to the more common range of gladiolus colors, would be likely to exclaim upon first seeing Abu Hassan, "There ain't no such glad!" But there is! And if your artistic soul is hungry for a deep blue-violet glad, rich as one of those deep velvety violet-blue petunias, you will love Abu Hassan and be gratified to add its unique color to the rainbow in your glad garden. Unbelievable in arrangements. (L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

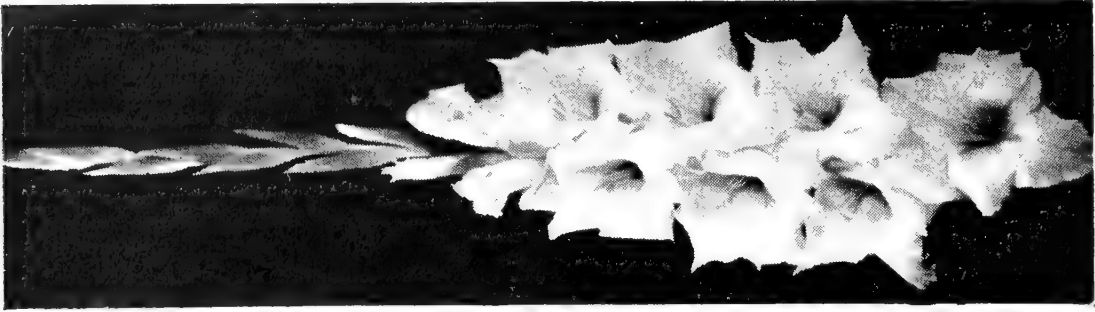
A. L. Stephen ★ ★ ★ ★ (433) (Winsor, 1942) (85 days) (Alpheus seedling x Picardy) The originators of this clean-cut blotched salmon had the misfortune to lose their stock of it by frost injury after digging a year ago. Our own stock is so limited we are compelled to withhold it for propagation.

Antietam ★ ★ (454) (E. Bane Snyder, 1948) (90 days) (Rewi Fallu X (Vagamaron-black, will open eight 4½-inch florets at a time on tall rangy spikes. An easy grower. The originator, who lives near the battlefield of Antietam, calls this his best introduction to date. We have grown this only one year and further acclimatizing may entitle it to a higher rating in our locality. Definitely worth growing if you like the deep rich shades. (L 1-2.00) (M 1-1.50) (S 1-1.00) (Blbts. 1-.20; 10-1.50)

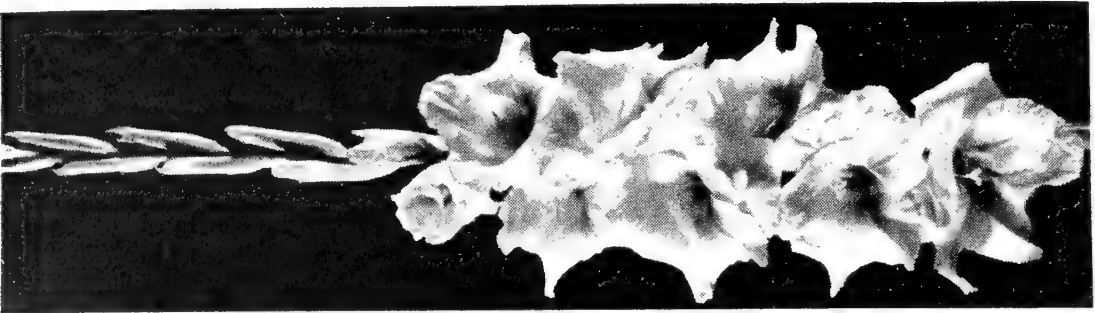
Arethusa ★ ★ ★ (416) (Fischer, 1947) (65 days) (Brightside x Rosemarie Pfitzer) If we are to distinguish frilling from ruffling, then Arethusa is the most intensely frilled glad in our entire list. A tall spike maker that blooms among the earliest. Color is a delicate warm buff. Very popular with many of our customers and a best seller year after year. Rarely seen at shows, however, because it is through blooming at show time. Indeed, it seems to have better color and produce taller spikes if p'anted so as to bloom early. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)



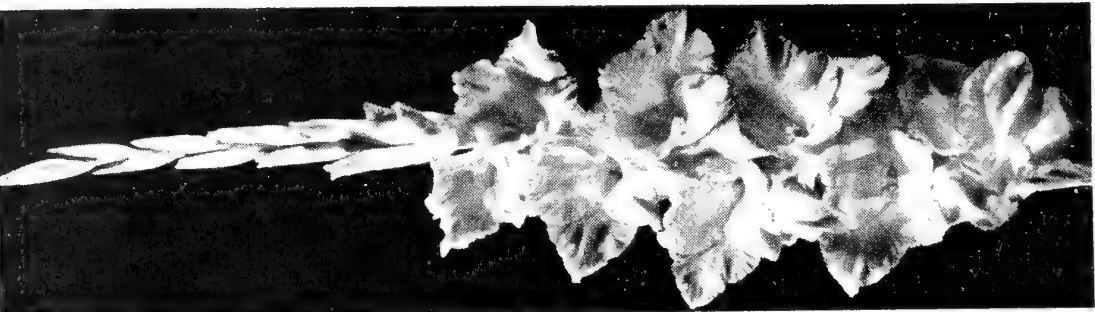
Dieppe



Connecticut Yankee



Cherry Jam



Carnival



Bonfire



Betty's Choice

Aureole ★ ★ ★ ★ (410) (R. Pruitt, 1948) (80 days) How often a glad is introduced with elaborate fanfare—only to fail to live up to its advance billing! How rarely does a glad make a modest debut into the gardens of the world only to achieve an unanticipated fame by sheer merit! Aureole belongs to the happy few who have acquired fame unheralded. Its color is a translucent light yellow. Substance is as heavy and ruffling as intense as with Genghis Khan. A high class fancier's glad that also made a wonderful cut-flower for us last summer. Do not fail to try Aureole if you have not already done so. There are very few among the yellows which can touch it for beauty. (L 1-.25; 10-2.00) (M 2-.25; 10-1.00) (S 4-.25; 10-.50) (Blbts. 25-.25; 100-.80)

Autumn Gold ★ ★ ★ (412) (Fischer, 1943) (90 days) (From Prestgard strain.) Aptly named! The rich, deep golden color of this variety makes it a favorite with us for autumn cutting. Makes up beautifully with autumn foliage in funeral sprays. Not a tall variety, but cuts well clear to the ground. It opens well in water. If you have not seen brilliant Autumn Gold, you have missed a color treat! (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Babs ★ ★ (210) (R. Pruitt, 1945) (65 days) A beautiful light yellow that opens five to six graceful florets on a medium height plant. Fine for early cutting. Abbreviated in name and abbreviated in size. Ideal for makeup work. (L 1-.25) (M 2-.25; 10-1.00) (S 3-.25; 10-.60) (Blbts. 15-.25; 100-1.50)

Beauty's Blush ★ ★ ★ ★ (440) (Fischer, 1947) (75 days) (Margaret Beaton x Choice Seedlings) Here is a variety that proves a glad does not have to be ruffled to be supremely beautiful. A statuesque beauty growing consistently five feet tall and opening eight or nine round florets of form so perfect they constitute a criterion of plain-petalled beauty. If you are fond of delicate colors, here is the pastel of pastels. Color is like snow tinted with the rose-pink of sunset. Delicate as the blush mantling a virgin's cheek. The blush is deeper in cool weather and just before frost may even assume a tint of lavender. A glad for those who appreciate the nuances of color. You will love its sparkling, frosty sheen. I consider this the best of my earlier introductions. A simply superb cutter that never produces shorts. (L 1-.20; 10-1.50) (M 1-.15; 10-1.00) (S 2-.20; 10-.75) (Blbts. Pkg. .35)

"Beauty's Blush was really grand. I bought 100 bulblets of this and got good blooming spikes from over half of them."
—Guy R. Swett, Kansas

"Beauty's Blush is one of the most beautiful glads I have. It is really something to look at."
—T. Campion, Michigan

"Beauty's Blush is in full bloom and we wish to state that it is just out of this world."
Mr. and Mrs. Dale Summers, Illinois

Better Times ★ ★ ★ (376) (K. & M., 1946) (70 days) Mankind always craves what nature has denied him. In the glad world, that means blues. But nature came mighty close to relenting when she gave us Better Times. In fact, seen in the shade, a bunch of Better Times looks as blue as any clump of light blue irises. You will marvel at the color-novelty of this glad. It is not only bluer than any other glad but free from the flecking found in most blues. Its fresh, smooth light blue-violet color is set off by a white-tipped deep violet spear deep in the throat. Only by a stroke of luck are we able to offer you this variety at all. The Holland originators discontinued it as unsuitable for the Netherlands' climate at a time when very few American growers had stocked it. Impressed by its unique color-beauty and its wonderful performance in America, we have contracted for much of the available stock. Better Times is not a large glad but is a tall grower and exceptionally early. Makes the most beautiful bulbs of any blue variety. Bloom enough of this to make up a basket of it and I predict you will rate it one of your top favorite glads.

(L 1-.15; 10-1.25) (M 2-.20; 10-.75) (S 10-.40) (Blbts. Pkg. .30)

Betty's Choice ★ ★ ★ (362) (J. W. Harris, 1945) (90 days) (Mrs. T. E. Langford x Emile Aubrun) The sweet and modest personality of this delicate rose glad will charm you. Daintier than Chamouny and with a creamy throat. Very lovely in arrangements with Beauty's Blush and other cool pastels. Pictured in color on page 46 and on the back cover. (The paler version on the back cover is the more accurate.)

(L 1-.20; 10-1.50) (M 1-.15; 10-1.00) (S 2-.20; 10-.75) (Blbts. Pkg. .35)

Big Top ★
• • • (541) (Rich, 1942) (75 days) (Picardy x Truly White) One of the leading commercials. Salmon pink with a tiny throat blotch. Connoisseurs will be inclined to damn its beauty with faint praise, while cut-flower growers will be grateful for its capacity to produce five-foot spikes even from small bulbs. A real bread-and-butter glad. Has been exhibited with six seven-inch florets open at one time. The color is actually deeper than it appears in the picture on page 14.

(L 3-.20; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Birch Red ★ ★ ★ ★ (552) (Rich, 1945) (90 days) (Picardy X (Morocco x Superior)) Birch Red presents a tall, commanding double-rowed spike that is vivid and vibrant in color. It is a rich, radiant red with a burnished sheen; deeper in tone than most reds, though not a black-red. The florets, unfolding like the buds of a beautiful rose, are excellent subjects for corsages. It is so proud of its superiority! Named for Tony Birch, the secretary of the well-known gladiolus grower, Alfred L. Moses of Lima, New York. What a fine fellow Mr. Birch must be!

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. .4-.25; 12-.50)

Black Opal ★ ★ (454) (Errey, 1936) (90 days) (Morocco x Lucifer) The standard commercial dark red. Opens up to ten velvety maroon florets on a lengthy formal spike.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

BURMA Is on Almost Everybody's List of the Dozen Greatest Glads



Blessed Damosel ★ ★ ★ ★ (440) (Baerman, 1944) (85 days) (New Era x Shirley Temple) This ethereal creation was appropriately named for the heroine in Rossetti's famous poem, beginning

"The blessed damosel leaned out
From the gold bar of heaven;
Her eyes were deeper than the depth
Of waters stilled at even;
She had three lilies in her hand,
And the stars in her hair were seven."

Serenely chaste in form and morning-fresh in color, Blessed Damosel is one of the most heavenly of all pinks. Its frosty, stardust sheen will entrance you. A wonderful bloomer from small bulbs. Beloved by florists. Does not make handsome bulbs but a surpassingly beautiful flower.

(L 2-.20; 10-.80) (M 10-.50) (S 10-.25) (Blbts. Pkg. .20)

Blue Beauty ★ ★ ★ ★ (376) (Pfitzer, 1936) (70 days) Old Blaue Schoenheit is still the best inexpensive light blue. Not as pure in color as Better Times, but somewhat larger. Blues are welcomed by florists, probably because there is a lack of this color among cut-flowers generally. We have a large stock of a particularly fine strain of Blue Beauty.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Blue Lagoon ★ ★ (478) (Geo. Snyder, 1946) (70 days) (Milford x Maid of Orleans) Darker than Blue Beauty but not as deep as Abu Hassan, nor as velvety in texture as the latter. Tall, husky, and a good bulb maker. Bulblets were slow to germinate for us this year.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00) (S 1-.35; 10-2.80) (Blbts. 4-.25; 10-.50)

Bolero ★ ★ ★ (425) (Leffingwell, 1941) (85 days) (Mr. W. H. Phipps x Picardy) At rare intervals hybridizers have come forth with glads of a metallic copper tone. Kunderd's old Copper Bronze was such a glad which enjoyed popularity for many years. The only variety of this odd type available today to my knowledge is Bolero. If you want a real novelty, try this curious coppery orange with throats like glowing coals. Bouquets of Bolero look especially rich with mahogany or walnut furniture.

(L 2-.25; 10-1.00) (M 4-.25; 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Bonfire ★ ★ ★ (436) (Fischer, 1950) (85 days) (Dr. Hoeg x Centennial) New fire red. The most brilliant variety in our entire list. Described in full on page 3. Pictured on pages 3 and 16.

Bo-Peep ★ ★ (217) (Butt, 1948) (65 days) (Crinklette x Mibloom) Little Bo-Peep is a small, heavy substantanced, heavily ruffled buff-pink with darker flecks. A glad that you'll want to bring into the house for small arrangements. Use with the warm colors. Little Gold, Bo-Peep and a few Ruby would make a stunning combination.

(L 1-1.50) (M 1-1.00) (S 1-.50; 10-4.00) (Blbts. 2-.25; 10-1.00)

Boulogne ★ ★ ★ ★ (562) (Salman, 1947) (85 days) Named for the French seaport on the Straits of Dover, the metropolis of an area noted for its wines, this flower is a rich wine-red that was much appreciated by our florists this year. You'll be amazed at the unflagging production of lovely spikes from even the smallest bulbs. Its Spartan vigor is also evidenced in the lush, robust growth of foliage, ease of bulblet growth and high production of bulblets. We picked intriguing Boulogne as one of the most promising new varieties of last year to find our judgment corroborated again this year. Boulogne has not been appreciated enough.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Brightside ★ ★ ★ ★ (324) (Prestgard, 1934) (65 days) The oldest variety in our list, except Picardy, and still one of the most unusual. Typical of the productions of one of the greatest hybridizers of the 1920's and 1930's, the late Kristian Prestgard, its warm glowing colors—apricot and gold, blending to bitter-sweet-orange at the tips—and spirited, dancing style have never been duplicated. A glad to cheer you up, to make you look on the bright side of things.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .30)

Buckeye Bronze $\frac{\star \star \star}{\bullet \bullet \bullet}$ (490) (Wilson, 1940) (90 days) (Picardy x Aflame) The bronzy tints of this Wilson origination may be best appreciated in autumn, combined with oranges or yellows. Autumn Gold, Sunlight, October Sunshine or Manchu would blend well. Zinnias or sunset-colored chrysanthemums would make good fillers. Just the thing for a rich mahogany table or an old fashioned fireplace. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Burma $\frac{\star \star \star \star}{\bullet \bullet \bullet \bullet}$ (562) (Palmer, 1943) (85 days) (Premier Henry x King Lear) This Palmer origination ranks among the gladiolus greats of all time, along with Peace, W. H. Phipps, Minuet, and Picardy. Sculptured, crisply-cut Burma has an opulence of form that makes it a masterpiece. The florets are so round and full, so trimly tailored and so generously ruffled. A tone poem in rose red. Fabulous! Now down in price so that it can be appreciated by all. If your cut-flower sales are lagging, plant Burma. Does not open too well in water, but what a glad! The spikes in the arrangement on page 18 are from No. 4 bulbs. (L 2-.25; 10-1.00) (M 3-.25; 10-.60) (S 10-.25) (Blbts. Pkg. .25)

Carnival $\frac{\star \star \star}{\bullet \bullet \bullet}$ (437) (Butt, 1947) (85 days) (Flagship x Algonquin) The gay carnival spirit finds expression in this cheerful Butt creation. It is a ruffled bright scarlet set off with a large contrasting white throat. A model grower. Pictured on page 16. (L 1-.40; 10-3.00) (M 1-.30; 10-2.50) (S 1-.20; 10-1.50) (Blbts. 10-.25; 100-2.00)

Casablanca $\frac{\star}{\bullet \bullet}$ (400) (Majeski, 1944) (95 days) This ruffled creamy white will open six to eight florets on towering spikes. A good late cut-flower. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

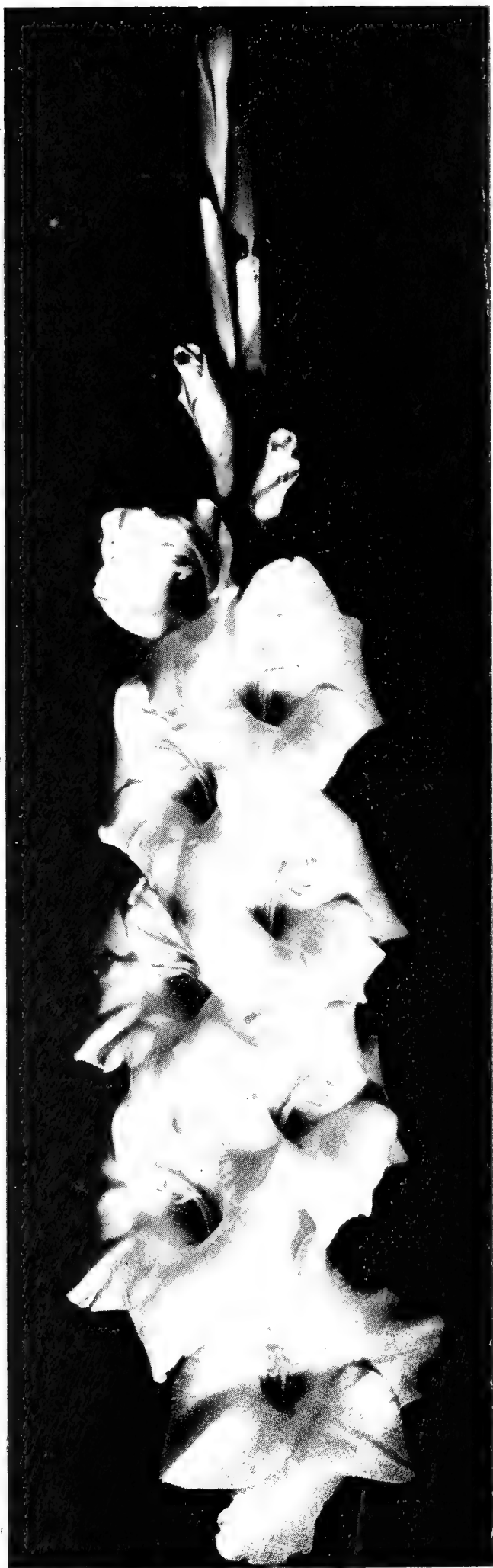
Chamouny $\frac{\star \star \star}{\bullet \bullet \bullet}$ (460) (Baerman, 1938) (85 days) (Red Lory x Picardy) This sister-seedling of Maxwellton was introduced into the gladiolus world without fanfare. However, its distinctive shade of cerise-rose and silver picotee edge have won it universal approval. The color suggests the rose drift of a peach orchard at the foot of a snowy mountain. Opens up to ten florets on tall spikes. Chamouny sometimes comes short but lots of water and cool weather such as we have some seasons overcome this deficiency. We like to bloom it in September. Pictured on back cover. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Cherry Jam $\frac{\star \star \star}{\bullet \bullet \bullet}$ (443) (Zimmer, 1943) (80 days) (Picardy x Pink seedling) Ruffled salmon pink Cherry Jam is certainly one of the very best blotched varieties. The salmon carries a hint of cherry in its coloring which is accentuated by a large cherry explosion on the lower petals. A personality distinctly different from other glads. Good habits. Illustrated on page 16. (L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

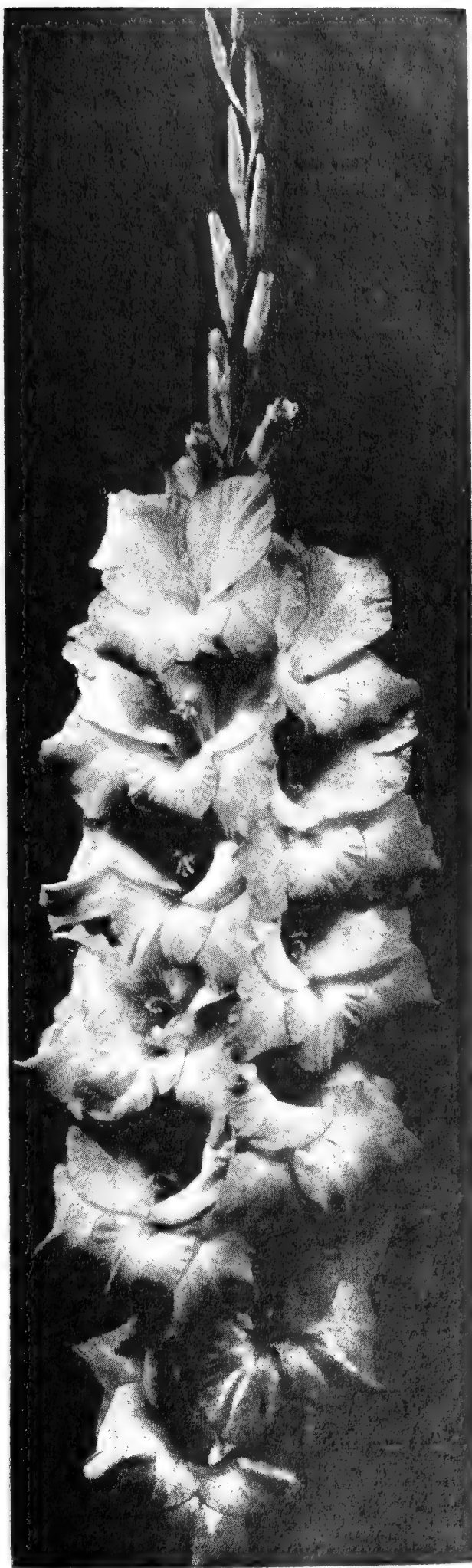
Chic $\frac{\star \star \star}{\bullet \bullet}$ (440) (Marshall, 1948) (80 days) Chic is a daintily ruffled, exquisite pearly pink with a beautiful floret formation. Further testing is necessary to ascertain its complete merits under our conditions. (L 1-.50; 10-4.00) (M 1-.35; 10-2.50) (S 1-.20; 10-1.50) (Blbts. 10-.35)

Connecticut Yankee $\frac{\star \star \star}{\bullet \bullet \bullet}$ (441) (Schenetsky, 1944) (90 days) Connecticut Yankee has already made a name for itself on the show table. It opens about ten florets in a full double-row arrangement that makes a most commanding spike. Just the type that is chosen grand-champion of the show. (The loose and airy type of spike is more adaptable to arrangements.) Connecticut Yankee is a rather slow propagator but the bulblets germinate so readily and grow so well that we feel that it will readily make the commercial grade. Color is light pink with a small reddish blotch. Pictured on page 16. (L 1-.35; 10-3.00) (M 1-.25; 10-2.00) (S 1-.20; 10-1.50) (Blbts. 10-.25; 100-2.00)

Corona $\frac{\star \star \star}{\bullet \bullet \bullet}$ (560) (Palmer, 1940) (80 days) (Picardy x Miss New Zealand) A corona of light rose pink encircles six or seven creamy saucers on giant spikes. A most alluring variety. Corona is rather particular about its growing conditions, but when well-grown it is very distinctive. We have an unusually healthy strain. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)



Beauty's Blush



Noweta Rose

Crinkle Cream ★ ★ (410) (Ellis, 1940) (85 days) A slightly ruffled light yellow of beautiful clear coloring and attractive form. Somewhat temperamental about its growing conditions; likes lots of water. A beautiful flower when well grown. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Cupid ★ ★ ★ ★ (300) (Fischer, 1949) (70 days) (Lavender and Gold X (Picardy x Maid of Orleans)) This curvaceous little beauty will drive an arrow through the heart of every flower lover. You will love its lilting style, its chiseled perfection of form, its waxy smoothness of texture, its immaculate whiteness of color warmed by a creamy glow in the throat. With the ultra-discriminating Cupid is a dream for table decorations. We do not rate it higher as a cut-flower solely because of its small size, yet under conditions of extreme heat such as we had last summer—100° day after day—it did better than such stalwarts as Leading Lady, White Gold, and Heavenly White. Only Summer Snow was a more effective cutter. Cupid is ethereal as white roses for corsage work. If you have not grown Cupid, be sure to add this chaste, cherubic elf to your gladiolus collection. Pictured on page 29.

(L 1-.25; 10-2.00) (M 1-.15; 10-1.00) (S 2-.20; 10-.75) (Blbts. Pkg. .35)

Daisy Mae ★ ★ ★ (521) (Lins, 1945) (90 days) (Rio Rita x Seedling) Orange glads are so scarce that if a variety leans even a trifle toward orange it is likely to be shanghaied into the orange class. This is what happened to Daisy Mae, which is actually a deep (and slightly dusky) salmon. But, however you may view the color of this variety, it must be admitted that Daisy Mae is an unusually easy grower—tall and strapping even when growing conditions are not ideal. Ranks with other such tall and easy growers as Beauty's Blush, Maxwellton, Mighty Monarch, and Regal Red. Not as beautiful as some, but a glad which will not disappoint you. A hoyden for your gladiolus harem. Pictured on back cover.

(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .20)

Deborah Sampson ★ ★ ★ ★ (440) (Scheer, 1947) (85 days) (Picardy x Maid of Orleans) An attractive pale pink shading to cream or buff. Close to a flesh pink in color. Cheerful, yet restful. It is a tall, strong grower with six or seven round wide-open florets on tall willowy spikes. We appreciated the simple, graceful lines of this variety in contrast to the fluffy frills of such fancy varieties as Genghis Khan, Friendship or White Christmas. Produces many small bulblets that make but small sizes the first year. Deborah Sampson ranks among Dr. Scheer's best.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. 10-.40; 100-3.00)

Destiny ★ ★ ★ (536) (Butt, 1943) (85 days) (Kassel x Beacon) When we first bloomed this, it opened only four large florets of rather mediocre substance but of very intense scarlet color and on excellent stems. Last year it opened six blooms of very heavy substance—thus demonstrating once again in how many respects a variety can improve when acclimatized. Destiny is destined to become an important cut-flower because of its flashing, fiery color and its good growing habits. The throat petals are marked with broad white lines, indicating some collateral relationship to Regal Red and Tarawa. Destiny is very conspicuous in the garden.

(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Dieppe ★ ★ ★ ★ (432) (Hassall, 1945) (85 days) This heir to the beauty of Pfitzer's Triumph is one of the "greats" among modern glads. Certainly one of my "Best Ten". I love it for the mellow richness of its salmon-scarlet color, for its splendid substance, its casual ruffling. Along with its preeminence in beauty, it is also an all-star performer in the field. Opens about six handsome florets on tall, strong spikes. Don't miss festive Dieppe! Pictured on page 16.

(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Donna ★ ★ ★ (416) (D. S. Pruitt, 1940) (95 days) (Wasaga x Shirley Temple) This ruffled golden-buff, reminiscent of that old-favorite, Wasaga, is excellent for late cutting. A stately spike maker. Deserves to be better known.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.20) (Blbts. Pkg. .20)

Dusty Miller ★ ★ ★ (486) (Elliot, 1945) (85 days) (Rosemarie Pfitzer x Vagabond Prince) A dusty, old-rose smoky with a brighter red blotch overlaid with cream pencillings. Builds a substantial spike; good grower. A best seller last year and a leading smoky. Pictured on page 32 and on the back cover.

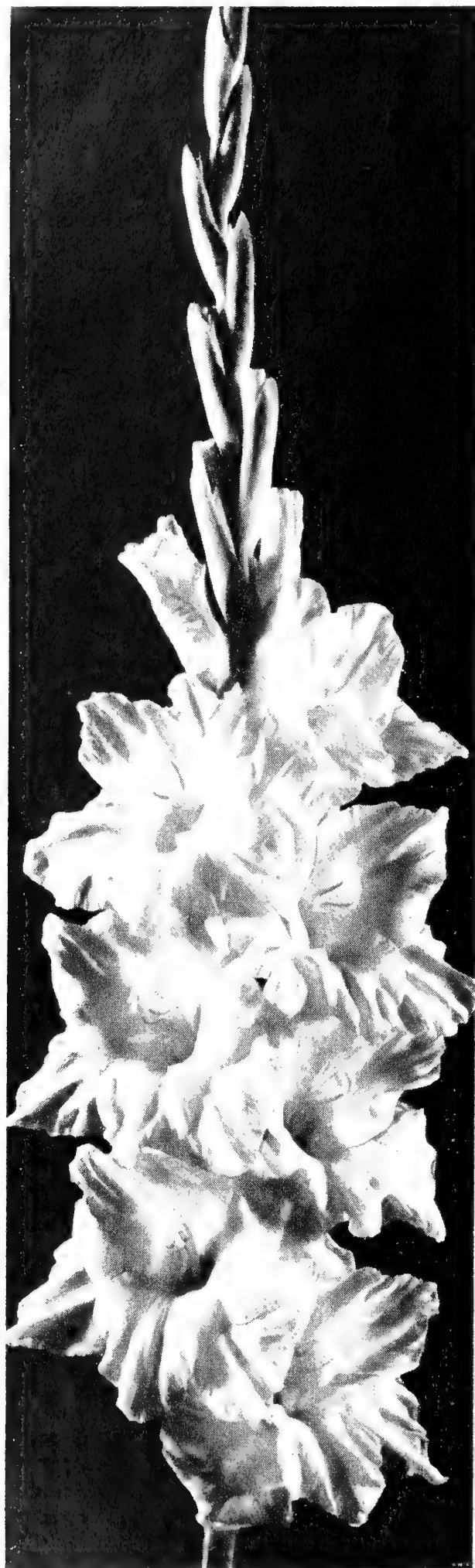
(L 2-.30; 10-1.20) (M 2-.20; 10-.80) (S 3-.25; 10-.50) (Blbts. Pkg. .30)



**BLESSED DAMOSEL Brings Us Beauty of
Purest Ray Serene**

Elizabeth the Queen ★ ★ ★ ★ (566) (White, 1941) (85 days)
 ((Sheila x Gloriana) X Salbach's
 Orchid) The world's most popular lavender glad, opening six or seven beautifully ruffled
 and slightly needlepointed florets on 3½ to 4 foot spikes. The color is a perfectly halcyon
 tint of lavender unmarked save for a peach glow in the throat which hints of a collateral
 relationship to Picardy—from which, however, it is not directly descended. Often comes
 short but superlatively beautiful when well grown. A great breeder: parent of Noweta
 Rose, Lavender Lace, Evangeline and other outstanding glads.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)



Strawberry Peach



Florence Nightingale

Enchantment ★ ★ ★ ★ (432) (Fischer, 1950) (70 days) ((Picardy x Solveig) X Myrna) New ruffled salmon of great beauty. See new introductions on page 4. Illustrated on same page.

Ethel Cave Cole ★ ★ (440) (Cave, 1941) (75 days) (Maid of Orleans x Picardy) Compared to Friendship, Ethel Cave Cole is like a comely milkmaid beside a party-dressed princess; but this buxom, pink-cheeked peasant lass is good-natured and willing, and will perform well for you. From the same parentage as Deborah Sampson, Magnolia, and Gaylore.
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Eureka ★ ★ ★ ★ (500) (Fairweather, 1948) (90 days) (Sport of Picardy) In our experience Eureka is the tallest and best-behaved of the white sports of Picardy. Makes a grand spike of such crystalline purity one might think it was cast in melted wax. Stands between Leading Lady and Silver Wings in whiteness. The name comes from the legendary exclamation attributed to Archimedes, who, while immersed in his bath, discovered the physical principle governing the buoyancy of floating objects. It means, in ancient Greek, "I have found it!" Mr. Fairweather really found something when he discovered this beautiful mutation of Picardy in his garden. In my glad pilgrimage last summer I saw magnificent Eureka in many places. Pictured on page 32.
(L or M 1-.35; 10-3.00) (S 1-.25; 10-2.00) (Blbts. 5-.25; 10-.40)

Evangeline ★ ★ ★ ★ (560) (Palmer, 1948) (90 days) (Greta Garbo x Elizabeth the Queen) Immense pale pure pink that changes to a warm pink in certain soil and weather conditions. Not a rose (cool pink), however, under any conditions. (Thus, in our experience and observation, officially misclassified when put into the same color group as Chamouny.) Evangeline is one of the largest and most vigorous glads in existence. Opens 8 to 10 six-inch blooms on spikes fully five feet tall. Florets are attractively ruffled but lack a certain precision of form. A great show winner and destined for wide popularity. All bulbs bulblet-grown.
(L 1-2.00) (M 1-1.50) (S 1-1.00; 10-8.00) (Blbts. 2-.40; 10-1.50)

Fabulous ★ (443) (La Salle, 1946) (85 days) An easy-growing pink with a red blotch. Made large sizes from bulblets last summer, but the blooms were below par.
(L 1-.25; 10-2.00) (M 2-.35; 10-1.50) (S 3-.20; 10-.40) (Blbts. 10-.25; 100-2.00)

Firebrand ★ ★ ★ (452) (Butt, 1944) (85 days) (Hindenburg's Memory X (Com. Koehl x Picardy)) A brilliant ribbon of fire. A flaming red that opens 8 or 10 florets at once. Tall; likes to grow; recommended.
(L 2-.25; 10-1.00) (M 10-.50) (S 10-.30) (Blbts. Pkg. .25)

Florence Nightingale ★ ★ ★ ★ (400) (Harris, 1947) (80 days) (Mrs. T. E. Langford x Pfitzer's Triumph) A lady dressed in pure white. Those tall waxy, lacy spikes possessed the sheer loveliness of a charming white bride. Such queenly dignity! Of all the whites we grew last summer, Florence Nightingale topped them all. After two season's testing we feel that we can't propagate it fast enough. Pictured on page 24 and on back cover.
(L 1-.50; 10-4.00) (M 1-.35; 10-3.00) (S 1-.25; 10-2.00) (Blbts. 10-.50)

Florentine ★ ★ ★ (500) (Fischer, 1950) (80 days) (Snow Princess X (Minuet x Rosemarie Pfitzer)) New statuesque white; a rival of White Christmas. Taller grower. For complete description see New Introductions, page 5. Illustrated on page 16.

Freedom ★ ★ ★ (401) (Fischer, 1949) (70 days) (Angelica X (Sweetheart x Incense)) The glad with the crusading spirit, the patriotic air! Puts on a real parade in the garden: every spike in the row standing up like a five-foot flag pole and all in bloom at once—white with a startling rose throat blotch. Has greater color brilliance if bloomed indoors; opens unusually well in water. The seven to nine ruffled florets open at once make an exceptionally commanding spike. Received award as Best Recent Introduction at both the Iowa and Minnesota shows last summer. Excellent propagator. Freedom is as martial as the roll of drums! Pictured on pages 9 and 32 and on back cover.
(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. 4-.25; 10-.50)

"Picked a spike of Freedom on August 5 (in bud), wrapped it in newspaper and put same in my brother's car as he was about to leave for Grand Junction, Colorado. Three days later, upon arrival, this spike was placed in water and opened within three hours and was the finest spike he had seen this season."
—M. B. Johnson, Minnesota

Friendship ★ ★ ★ ★ (440) (Fischer, 1949) (65 days) ((Picardy x Maid of Orleans) X (Gloaming x Seedling)) The friendly glad, that has won many friends the first year of its dissemination. A year ago we received more fine testimonials on White Christmas than on any other variety that we catalogued. Last summer Friendship won that distinction. (For samples, see below and on page 53.) Perhaps the best testimonial of all was the remark of a visiting fancier who said if he could grow only one glad it would be Friendship. In color Friendship resembles Tivoli or the older Coryphee, being an ethereal pure pink blending to a waxy white and cream throat. Texture has a sparkling, frosty sheen as if covered with diamond dust. The six to eight ruffled, round florets are carried with an airy grace on 55-inch spikes. In addition to being exquisitely beautiful, Friendship is also very early. It was the second variety to bloom in our trial ground last summer, June Day preceding it by just one day. But Friendship is beautiful enough to compete with glads of any season! For arrangements Friendship is a natural—just the right size for home decoration. Florists grab it for its refreshing color and tall ribbony spikes. If you sell cut-flowers, be sure to stock up on Friendship at the attractive prices in our wholesale list. It will make friends for you faster than any other cut-flower variety. Produces fine spikes from small bulbs. A runaway propagator. As nearly fault-free as any glad we grow. Pictured on pages 27 and 30.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. 4-.25; 10-.50)

"I had wonderful success with White Christmas, Cupid, and Friendship. They are great propagators. From my five bulbs and ten bulblets of Friendship, my yield was 7L, 3M, 4S, and 275 bulblets. I would like to tell you how much I think of Friendship, but words fail me other than to say it is the most gorgeous thing I ever saw in a flower."

—R. E. Bowland, Tennessee

"Friendship was the second glad to bloom for us this summer, and it was the most exquisite pink glad ever. Beautiful, clear color, perfect placement, good size, nice straight spike. You really have something there."

—Max Thatcher, Wyoming

"Yesterday we had a rainstorm which broke two weeks of the hottest and driest weather we have had in the history of the local weather bureau, and I cannot refrain from letting you know that of all the glads which bloomed during that terrific heat, Friendship stood it the best of all. Our glads are all coming in early this season, and many new ones are showing up, but of everything shown up so far, this glad is head and shoulders above them all . . . an "A" glad if I ever grew one."

—Bruce Collins, Michigan

Gaylore ★ ★ — (432) (Harris, 1944) (80 days) (Picardy x Maid of Orleans) Not the most beautiful gladiolus ever introduced, but certainly one of the most dependable. It is so gratifying to go down the row and cut those tall, tapering spires, each a replica of the other. We plan to develop this salmon-pink with cream throat as fast as we can. As it grows here, it should have potentialities as a Florida glad. Gaylore has been overlooked. Our stock has an occasional Wedgwood.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Genghis Khan ★ ★ ★ ★ (432) (Scheer, 1941) (80 days) ((Mrs. P. W. Sisson x Commander Koehl) X Picardy) Gorgeous salmon-pink Genghis Khan is a rival of Spic and Span, a best seller of last year, and one of the most intensely ruffled of all glads. It opens up to seven waxy florets on medium height spikes. Cuts well from all sizes. Produces bulblets in quantity and they grow like weeds. Crinkled Genghis Khan kindles a warmth of welcome in your home. Don't miss this supremely beautiful variety! Pictured on page 31.

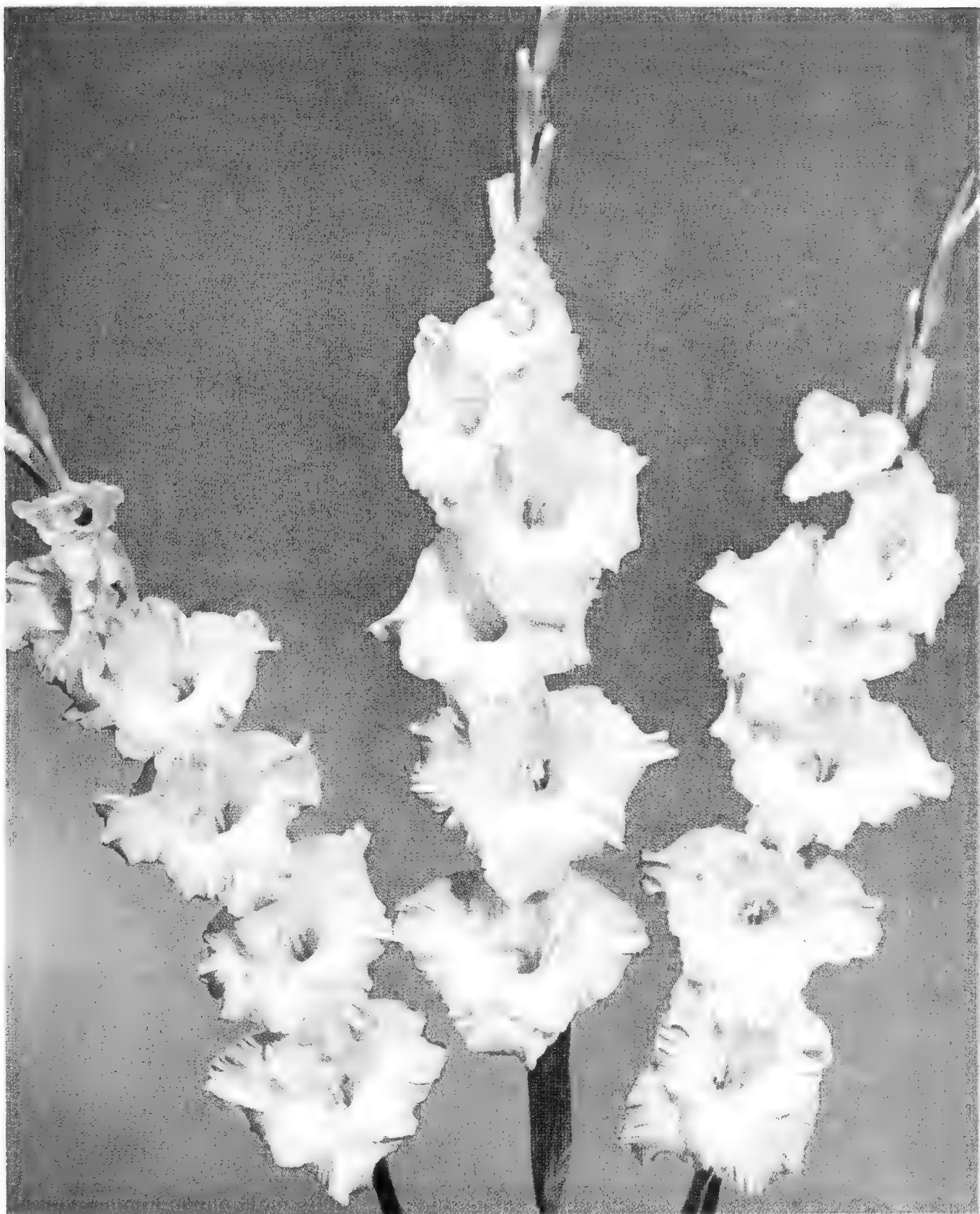
(L 2-.25; 10-1.00) (M 10-.50) (S 10-.30) (Blbts. Pkg. .30)

Gleam ★ ★ ★ (410) (Fischer, 1946) (75 days) (Autumn Gold x Arethusa) Gleam presents the ultimate in purity of coloring, thickness of substance, and intensity of ruffling. It has been a reliable light yellow September cutter. Plant is of but medium height and blooms do not open well enough for shipping. Excellent for home gardens.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Gratitude ★ ★ ★ (420) (Fischer, 1946) (70 days) (Amrita x Arethusa) This beautifully ruffled medium orange with small yellow throat blotch will open five or six florets on a long flowerhead. Its tall, graceful spikes and glowing color make it a delightful basket flower. Well-grown Gratitude is in the upper register of beauty. A rugged grower that does not crook and makes plump, handsome bulbs. I consider Orange Gold and Gratitude the two leading oranges on the market today, Gratitude having a considerable advantage in earliness. Pictured on page 28 and on the back cover.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)



Friendship

Hawkeye Red ★ ★ ★ (450) (Heaton, 1944) (85 days) (Sport of Vagabond
 . . . Prince) A rich, glowing light red that produces tall,
 stately spikes. Has robust foliage, but likes lots of water. Cuts well from small bulbs and
 opens unusually well in water. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Heart O' Gold ★ ★ ★ (401) (Fischer, 1950) (65 days) ((Maid of Orleans x
 . . . Picardy) X Lavender and Gold) Translucent, waxy
 white with butterballs patted into the throat of each flower. Florets round as Christmas
 tree ornaments, yet with an unusual winged style. So early that it will be the harbinger
 of your blooming season, the herald of the summer's thrills. From the same parentage as

Cupid, but with the reverse cross. Taller and larger than that beautiful variety but with the same high order of beauty. Heart O' Gold is pictured on the inside front cover and on page 49. For a complete description see New Introductions, page 2.

Heart's Desire ★ ★ ★ (540) (Fiedler-Puerner, 1948) (80 days) (Picardy x Rosemarie Pfitzer) A light salmon-pink shading to white with a pastel yellow throat. Opens eight wide-open, ruffled, waxy, somewhat triangular florets on a long flowerhead. A fast grower from bulblets, and makes lots of them. Another successful introduction of the well-known gladiolus impressario, Dave Puerner, (L 1-1.25; 10-10.00) (M 1-1.00; 10-8.00) (S 1-.75; 10-6.00) (Blbts. 3-.25; 10-.75)

Heavenly White ★ ★ (400) (Moses, 1944) (70 days) (Sport of Rosa van Lima) A bluish white rather than the usual warm white. Because of this it blends more perfectly in arrangements with the cool shades: rose, lavender, and violet. More robust and larger than its parent. We grow this in quantity as a cut-flower. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

High Finance ★ ★ (582) (Wilson, 1940) (95 days) (Minuet x Picardy) One of the best of the smokies. Color is a light orange-salmon flushed grey and with a cream throat. Might be described as an improved Mother Machree. Reminds one of the art shades found in Breeder tulips. Builds an usually long flowerhead with about nine open. Rampant grower. Recommended. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

High Life ★ ★ (476) (K.&M., 1946) (70 days) A light "blue" that has a considerable following, though we prefer Better Times ourselves. A smooth color with an inconspicuous throat marking. Not a good bulb maker. Early. (L 2-.30; 10-1.20) (M 3-.30; 10-.80) (S 4-.25; 10-.50) (Blbts. Pkg. .30)

GRATITUDE Is Full of the Ginger That Makes Long, Stretchy Spikes



Tennessee: "I have some 350 to 400 of the best varieties but my proudest possession is some 8 or 10 bulbs and 150 bulblets of Wedgwood. All of your introductions do well for me."—Dr. W. T. Henderson.

South Dakota: "The Friendship spikes you gave me I took to Albert Lea before putting them in water. They were like rags when we got there but next morning they were beautiful. I carried them home in water next day and they lasted almost a week and bloomed clear to the tips. I believe you really have a beautiful commercial there."—F. S. Watson.

New York: "White Christmas was wonderful last season. Upward of thirty florists visit my field at least twice a week for their supply of cut glads. They all liked White Christmas better than any other white . . . and begged for a few spikes for their windows. They also liked Gratitude better than any other orange. It was also wonderful in growth."—James Marsh.

Ohio: "Freedom and White Christmas are to me the last word in whites. Poet's Dream is well received by the florists here. I'll take your Regal Red in place of the highly touted . . . I believe that Gratitude will be THE florist's orange as soon as stock permits quantity buying."—S. G. Lucas.

Wisconsin: "The Noweta introductions were the sensation of the test garden. Wedgwood was selected by the majority of the visitors as the most beautiful glad in the garden with White Christmas a close second. The men's vote went to Velvet Mantle, which was the largest spike in the garden."—John W. Zweifel.



Cupid

Huntress ★ ★ (466) (Jack, 1945) (70 days) (Rose Delight x J. S. Bach) This light orchid has won a place as an early cutter. A good performer but inclined to fleck unless bloomed indoors. A sturdy sort, but not a style queen. Dressed for the hunt, not for the opera.

(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Invictus ★ (441) (Pacific Bulb Co., 1942) (65 days) (Picardy x Zauberflote) Though classified as a blotched light pink, this passes as a white with the florists. We are through cutting this rugged spike maker by the time most other early whites come on. Invaluable for the grower of early cut-flowers.

(L 3-.25; 10-.70) (M 10-.50) (S 10-.25) (Blbts. Pkg. .20)

Irak ★ ★ (580) (Mitsch, 1937) (90 days) (Sport of Bagdad) We are listing three silvery grey glads this year: Pastel, Oklahoma, and Irak. Pastel is a bluish grey. Oklahoma a true grey, and Irak a warm grey. Irak is an old-timer which we decided to restock because of its unique color. Best when viewed in the sunlight or under artificial light which brings out its silvery sheen. Oddly marked with fawn in the throat. An excellent grower and massive spike maker. Include a few of these for color novelty in mixed bouquets or use in arrangements with buffs and yellows.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .25)

Jeanie ★ ★ ★ (430) (D. S. Pruitt, 1941) (85 days) Everyone loves Jeanie, the glad with the schoolgirl complexion. A wonderfully tall grower that is unrivalled in its morning-fresh rich pure-pink color. A best seller again last year.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)



Three Spikes of **FRIENDSHIP** Make
an Inspiring Bouquet

Georgia: "The florists here say White Christmas is the prettiest glad that has ever been seen in Athens. They had it in a test plot and when the temperature got above a hundred it stood up while others drooped." — R. L. Bishop.

Minnesota: "Your Wedgwood has got what it takes. Friendship is a top notcher. Life is interesting when one has glads like these to look forward to." — Edward Buck.

Nebraska: "Friendship is best of the earlies. I have a spike before me now. Five-inch flower, 25-inch flowerhead, 48-inch spike, 20 buds, and wonderful color. Promote this, fellows. It is going places."—W. G. Heaton.

Florida: "Accept my gratitude for Gratitude. It's a wonderful glad."—Sunshine Gardens.

Michigan: "I think that your White Christmas and Mr. Harris' Florence Nightingale are the two TOP white glads at the present time. I can assure you that no two glads gave me a bigger thrill (and we have grown over 500 varieties in the past six years)." — Hartley W. Holmes.

June Day ★ ★ (441) (Roberts, 1946) (65 days) (Sonatine x Schwaben Girl) A glad for the early cut-flower market. A fine tall cutter. Fashioned after that famous pink, Rosa van Lima, though not quite as distinctive. It has a cherry spearhead in the throat.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00) (S 1-.25; 10-2.00) (Blbts. 10-.35; 100-2.00)

Kelsey ★ ★ ★ (530) (Yates, 1946) (Picardy sport) One of the loveliest of the Picardy sports. A light salmon blending to a creamy throat and midribs. Lighter than Picardy; deeper than Lady Luck. This suave, courtly pastel is sure to ingratiate itself with the discriminating. Retains the smooth suede texture of its parent.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00) (S 10-.50) (Blbts. Pkg. .35)

King Alfred ★ ★ ★ ★ (532) (Hobbs, 1945) (80 days) (Amrita x D. A. Hay) A kingly flower that combines beauty, size, and vigor. Opens six or more wide-open, ruffled, rich-salmon florets on substantial stems. Has a small, sharp cream blotch. We believe King Alfred has a bright future as a commercial. This had much better floret attachment with us last year than the year previous. A beautiful glad that we are happy to recommend.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.60) (S 2-.25; 10-1.00) (Blbts. 3-.25; 10-.75)

King Lear ★ ★ ★ (570) (Palmer, 1938) (75 days) (Ramesses x Picardy) The first of the great purples. A giant red-purple of heavy substance and glossy texture. Ruffled and needlepointed. Has a silver picotee edge. Strikingly beautiful in the garden or in baskets.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

NOWETA GARDENS

ST. CHARLES, MINNESOTA



Mr. _____
Mrs. _____
Miss _____ (Please Print)

R. F. D. or St. _____ Date _____

Post Office _____ State _____

Express Office _____ Amt. Enclosed _____

When Ship _____

If We Are Out of What You Order Shall We—

() Refund () Substitute Nearest Size () Substitute Nearest Variety

Quantity	Size	Variety	Price	
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
21.				
22.				
		TOTAL		

Quantity	Size	Variety	Price	
		Amount Brought Forward		
23.				
24.				
25.				
26.				
27.				
28.				
29.				
30.				
31.				
32.				
33.				
34.				
35.				
36.				
37.				
38.				
39.				
40.				
41.				
42.				
43.				
44.				
45.				
46.				
47.				
48.				
49.				
50.				
51.				
52.				
53.				
54.				
		Total Amount		

NOWETA GARDENS

ST. CHARLES, MINNESOTA

USE THIS
HANDY
ORDER
FORM

Mr.
Mrs.
Miss

(Please Print)

R. F. D. or St.

Date

Post Office

State

Express Office

Amt. Enclosed

When Ship

If We Are Out of What You Order Shall We—

() Refund

() Substitute Nearest Size

() Substitute Nearest Variety

Quantity	Size	Variety	Price
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
		TOTAL	

Quantity	Size	Variety	Price	
		Amount Brought Forward		
23.				
24.				
25.				
26.				
27.				
28.				
29.				
30.				
31.				
32.				
33.				
34.				
35.				
36.				
37.				
38.				
39.				
40.				
41.				
42.				
43.				
44.				
45.				
46.				
47.				
48.				
49.				
50.				
51.				
52.				
53.				
54.				
		Total Amount		

Ladrone ★ ★ ★ (433) (Palmer, 1947) (90 days) (Picardy x Gate of Heaven) . . . A fine deep salmon, blending to a clear yellow throat. Somewhat reminiscent of Beacon but less garish; softer and more harmonious in effect. An exceedingly tall grower that opens seven or eight trimly-tailored florets on long flowerheads. Should be an excellent commercial and a fine basket variety. Heavy propagator.
(L 1-.25; 10-2.00) (M 1-.20; 10-1.60) (S 2-.25; 10-1.00) (Blbts. 25-.20)

Lady Jane ★ ★ . (406) (Lake, 1941) (85 days) ((Golden Measure x Belinde) X (Maid of Orleans x Picardy)) Cream with a soft yellow throat. Builds a very formal spike with eight open florets. Very popular.
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Lady Luck ★ ★ ★ (540) (H. H. Harris, 1944) (85 days) (Sport of Picardy) . . . A lady attired in soft pink with cream trimmings. One of the most delicate of pastels. Reminiscent of Lotus in its coloring and waxy texture. Grows like Picardy.
(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .20)

Lancaster ★ ★ ★ ★ (470) (Palmer, 1944) (85 days) (Minuet x King Lear) . . . This tall-growing purple of lustrous satin sheen is truly a royal flower. Not a red-purple like most varieties in this class but a true purple. The large florets, of which six to eight are open at a time on towering spikes, are richly ruffled. Lancaster is stunning for accent in arrangements and soul-satisfying in the garden where it strikes a color note like a deep bass chord on the piano. Combines well with the lavender-purples, roses, yellows, creams, and whites. Rose-throated Freedom would enhance the richness of its color. Lancaster shares top honors in its color class with red-purple Sherwood. Not a fast propagator, Lancaster has won its way by outstanding merit. An ace for the cut-flower trade. Should be in every garden. Illustrated in color on the back cover..
(L 2-.30; 10-1.20) (M 10-.75) (S 10-.50) (Blbts. Pkg. .40)

If You Like
Them Ruffled,
Don't Miss
GENGHIS
KHAN





Pactolus



Leading Lady



Freedom



Florentine



Eureka



Dusty Miller

Lavender and Gold ★ ★ ★ (366) (Baerman, 1943) (65 days) (Queen of Bremen X (Sweetheart x Rosemarie Pfitzer)) This fresh clean light-lavender touched with a large creamy yellow throat is loved by our florists for its adaptability in make-up work. One of the most graceful of all glads; a rival of Starlet. A happy combination with roses. Ideal for table bouquets. A first-early for the cut-flower grower. We never have enough of this delicate beauty to supply the demand. Pictured on page 36. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Lavender Lace ★ ★ ★ ★ (460) (Fischer, 1950) (80 days) (Poet's Dream x Elizabeth the Queen) Exquisite light lavender, copiously composed on graceful willowy stems. For a full description, see New Introductions, page 2.

Lavender Prince ★ ★ (466) (La Salle, 1946) (90 days) (King Arthur seedling) Lavender Prince is an intermediate tone between lavender and purple. Quite a valuable color. We cut quantities of this robust grower for the florists this year. An outstanding commercial. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .25)

Leading Lady ★ ★ ★ ★ (506) (Johnston, 1941) (85 days) (Sport of Picardy) Truly an all-star variety in both beauty and performance. Builds magnificent spikes with up to eleven open florets. Perhaps the greatest show winner of all time. Its creamy-white color will pass for white with the florists. An outstanding commercial. Pictured on page 32. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Lipstick ★ ★ ★ (441) (Balentine, 1941) (Picardy x Schwaben Girl) A captivating blend of light and deep pink. Fine for accent among pale pinks. Creates a cheerful, festive party-atmosphere in your home. Generous in its habits. (L 2-.30; 10-1.25) (M 10-.60) (S 10-.35) (Blbts. Pkg. .25)

Little Gold ★ ★ ★ ★ (212) (Fischer, 1950) (80 days) (Golden Poppy x Premier) A little gold companion of Little Sweetheart. Described in full on page 3. A color arrangement on page 38.

Little Sweetheart ★ ★ ★ ★ (240) (Fischer, 1948) (80 days) (Sweetheart x Myrna) Little Sweetheart is just that. The small rose-like florets, charmingly poised on thin, wiry stems, are simply exquisite. The ethereal pure pink color blends to a large immaculate white throat. Frilly ruffles and waxy texture complete a truly ethereal ensemble. Unsurpassed for table decorations and wedding bouquets. A best seller last year. (L 1-.40; 10-3.00) (M 1-.25; 10-2.00) (S 1-.15; 10-1.00) (Blbts. 10-.25; 100-2.00)

Magnolia ★ ★ ★ (440) (Palmer, 1940) (85 days) (Maid of Orleans x Picardy) Another fine light pink from probably the most successful glad cross ever made. Magnolia will open six or seven softly recurved florets of a warm soft pink color on tall vigorous spikes. A fine cut-flower. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Manchu ★ ★ ★ (513) (Beatrice Palmer, 1945) (80 days) (Pfizer's Triumph x Golden Dream) X (Picardy x Commander Koehl) A cross between four great glads! One of the best newcomers to our 1950 list. It was indeed a pleasure to see those towering spikes stand so soldier-like in the field. Such model bunches, as they were cut for the florists! A premier basket variety. A 400 sized glad with us. Manchu is a brilliant yellow flushed pink with a burst of vivid red in the throat that produces a truly Oriental effect. Placement is not always perfect, but I consider this a minor defect, since this may add to the grace and airiness of an arrangement. An ace performer. (L 1-.20; 10-1.50) (M 2-.25; 10-1.00) (S 10-.50) (Blbts. Pkg. .30)

Mansoor ★ ★ (454) (Salman, 1947) (85 days) Dark brownish maroon—a new shade in glads. Very rich and velvety. A vigorous grower that will open up to eight blooms (L 2-.25; 10-1.00) (M 10-.60) (S 10-.40) (Blbts. Pkg. .30)

Margaret Beaton ★ ★ ★ (401) (Twomey, 1937) (85 days) (A cross between two unidentified varieties purchased at a Dime Store) Sparkling snow-white punctuated with an orange-scarlet "eye" deep in the throat. Distinctive and dramatic as a red-eyed phlox. Tall grower.
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Margaret Wood ★ ★ ★ (570) (Marshall, 1947) (80 days) This lady can be very, very good or very, very bad! In hot weather Margaret Wood will burn very readily and the florets may come cross-eyed, but, if you bloom it in September, you will be repaid with massive, round, broad-petalled florets on tall spikes that will be grabbed by the florists even in a dull market. Color is a mellow light purple, quite different from others in its class. Opens well in water.
(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Marion Pearl ★ ★ ★ (532) (Benedict, 1942) (85 days) (Pearl of California x Picardy) Few varieties open such a sensational ribbon of bloom as Marion Pearl. Nine or ten crisp salmon-pink florets are formally arranged on tall stems. A ribbon winner. Bulblets are usually very scarce, but I had a fine crop of them this season, thanks to irrigation.
(L 1-.20; 10-1.60) (M 2-.30; 10-1.20) (S 2-.20; 10-.80) (Blbts. 12-.20)

Maxwelton ★ ★ ★ (460) (Baerman, 1936) (90 days) (Picardy x Red Lory) This sister-seedling of Chamouny is one of the tallest, most rampant growers in the whole realm of glads. Makes a much bigger spike than Chamouny and never comes short. Its color is rather difficult to define. While it generally passes for a rose, actual comparison with other varieties proves it belongs in the salmon class, but it is cooler and deeper than other salmons and has a distinct rose glow in the throat. Maxwelton will open eight or more huge florets on a long flowerhead. Has won many prizes at shows. It might perhaps best be described as a cool-toned Picardy.
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

BONFIRE Is a Vivid Vermilion-Scarlet with a Glossy Enamelled Sheen



Mid-America ★ ★ (550) (Knierim, 1947) (85 days) (Red Charm x Snow Cruiser) Mid-America is an elephant among gladiolus! Simply huge in size, lumbering in grace, and spiritless in form. Its smooth geranium red color is superior, however, to what we usually find among the giants. Very popular and a great show winner. Bulbs subject to disease.

(L 1-.50; 10-4.00) (M 1-.30; 10-2.50) (S 1-.20; 10-1.50) (Blbts. 10-.50)

Mighty Monarch ★ ★ ★ (552) (Butt, 1946) (90 days) (Red Charm x Hindenburg's Memory) I have a lot of respect for this mighty monarch of the glad world. It was the best spiker from bulblets of any variety we grew last season, averaging fifteen-inch heads with about fifteen buds. From large bulbs it will open nine to eleven large deep-red florets on a 20 to 24 bud spike. But it has its faults, too. It was crushed during the heat of the summer and sometimes does not open as wide as one might like. A very tall, rugged grower that should prove a good breeder. Opens well in water.

(L 1-.35; 10-3.00) (M 1-.25; 10-2.00) (S 1-.20; 10-1.50) (Blbts. 8-.25; 100-2.50)

Miss Wisconsin ★ ★ ★ (460) (Krueger, 1943) (Picardy x Dream O' Beauty) Miss Wisconsin continues its winning ways both at the shows and as a cut-flower. A soft rose that produces a most imposing spike. A rather slow propagator, but seemingly improving in this respect. Recommended for the cut-flower grower.

(L 2-.25; 10-1.00) (M 10-.50) (S 10-.35) (Blbts. Pkg. .30)

Mixture If you do not care to have your varieties labeled, we recommend this mixture. We do not grow any out-of-date varieties, but make up this mixture in as wide a range of colors as possible from the varieties in our regular list. We do not believe that a finer mixture is available anywhere. This unlabelled collection will make an excellent gift and may serve as a revelation to some other flower lover of the pleasure to be had in growing glads as a hobby.

(L 20-1.00; 100-5.00) (M 30-1.00; 100-4.00) (S 100-1.00) (Blbts. ½ pt. .35)

Modern Times ★ ★ (530) (Salman, 1948) (70 days) A light wine-red with narrow creamy lines on the lip petals. A valuable early cut-flower. Grew to but 400 size for us last season.

(L 3-.25; 10-.70) (M 10-.40) (Blbts. Pkg. .25)

Montpelier ★ ★ (440) (Hatch, 1947) (85 days) Tall, vigorous Montpelier is definitely a contender with Genghis Khan and Spic and Span as a big-time salmon-pink commercial. Not as beautiful with us, but a wonderful grower. Produces the effect of a double row of graceful butterflies poised on a long willowy flowerhead. A member of the famous Picardy clan.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00) (S 3-.25; 10-.60) (Blbts. Pkg. .25)

Mt. Index ★ ★ (401) (Dr. Miller, 1942) (70 days) (Magna Blanca x Maid of Orleans) The only white with yellow throat except Heart O' Gold. Mt. Index is very tall, vigorous, and early. In big demand by growers of early cut-flowers. Not a glamour girl, but a fine doer for the commercial grower.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

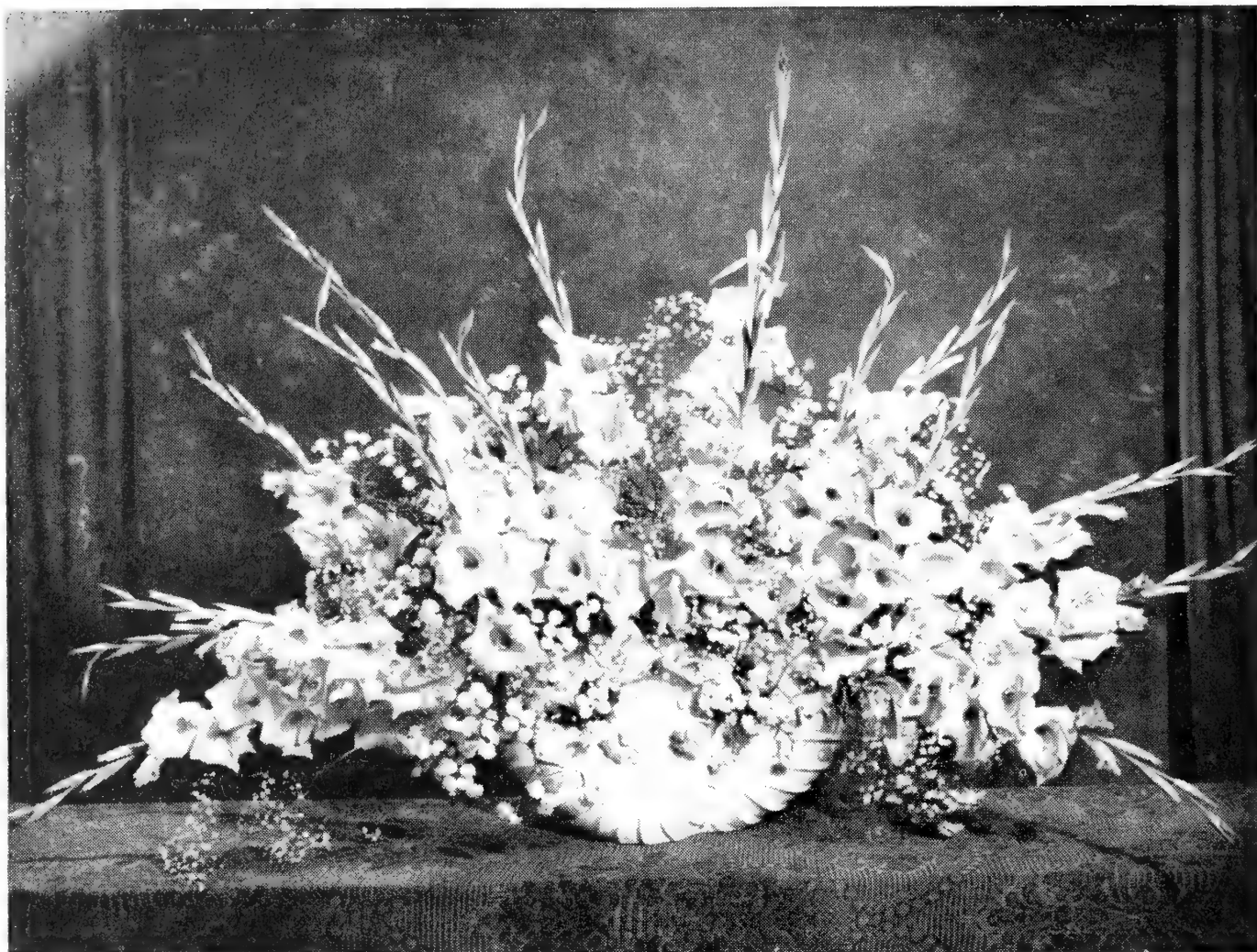
New Era ★ ★ ★ ★ (440) (Ellis, 1935) (95 days) Introduced fifteen years ago, this variety helped initiate a new era in gladiolus refinement. Ruffling, styling, and the exquisite purity of its waxy pink and white coloring make this still one of the most beautiful glads in existence. Not as robust a variety as some, but we have a very healthy strain.

(M 10-.50) (S 10-.35) (Blbts. Pkg. .25)

Nila ★ ★ ★ (454) (Robt. Pruitt, 1947) (85 days) This ebony-hued rose-red opens seven to nine round well-placed florets on tall wiry stems. The only plain-petalled dark rose red. We harvested an abundance of fine plump seed from this promising variety. Nila seems to have excellent habits.

(L 1-.25; 10-2.80) (M 1-.25; 10-2.00) (S 1-.20; 10-1.60) (Blbts. 10-.25; 100-2.00)

Nocturne ★ ★ ★ (354) (Fischer, 1950) (80 days) (Melrose x Black Diamond) Named for the sable-vested night, this glad has black buds and is almost black in the recesses of the flower. Handsomely ruffled. Described in full on page 3.



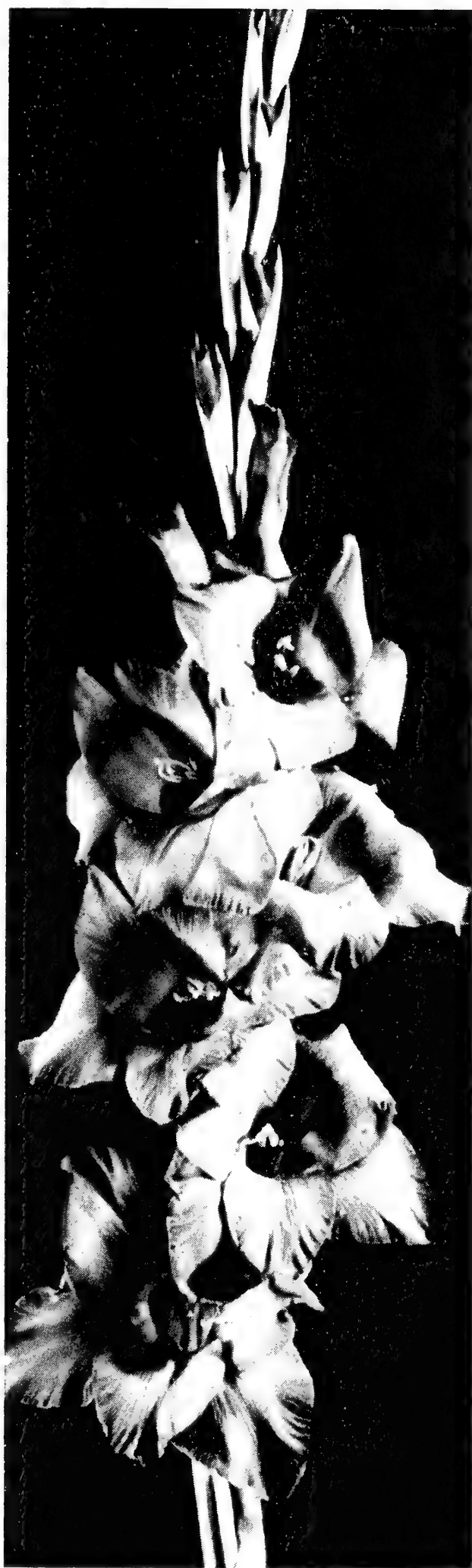
Wiry-stemmed LAVENDER AND GOLD Is a Florists' Favorite

Noweta Rose ★ ★ ★ ★ (562) (Fischer, 1950) (85 days) (Rose O' Day x Elizabeth the Queen) Beautiful rose sensation of 1950. This is the "great rose" seedling of last year's kodachrome sets. Described on page one. Pictured on front cover and on pages 7 and 21.

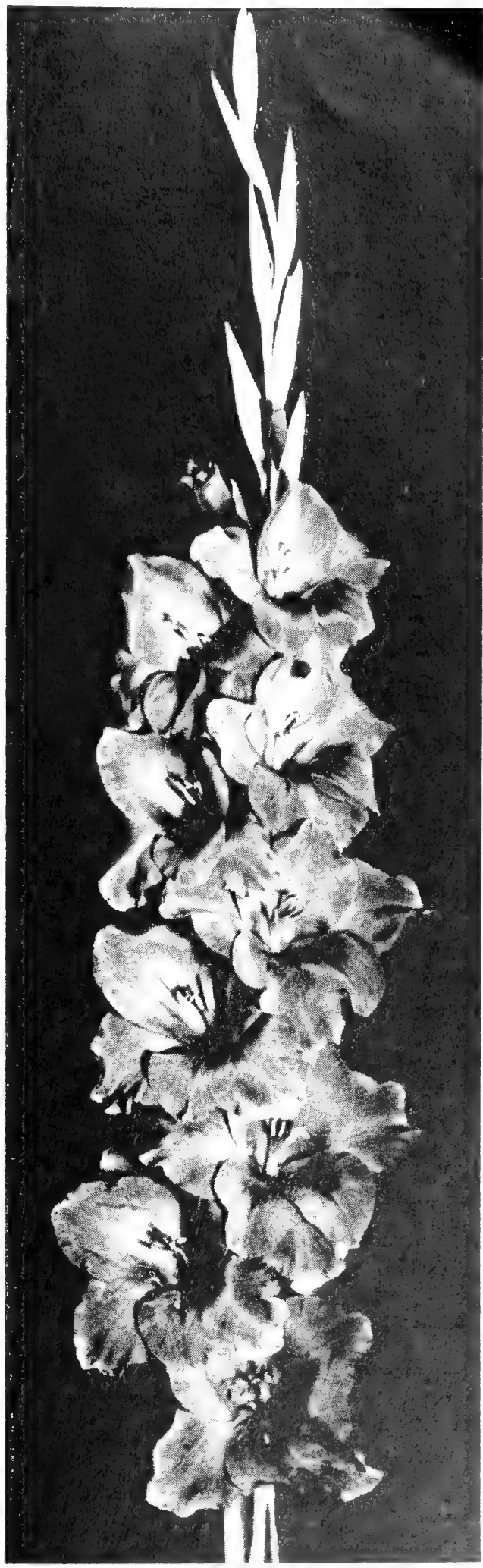
October Sunshine ★ ★ ★ (420) (Quackenbush, 1947) (85 days) (Picardy x Yellow Perfection) October Sunshine reminds one of a mellow sunny day in October when summer pays a return visit and a golden haze hangs over the brightly burnished foliage. This glad is a subtle blend of buff and golden orange shading to a large yellow throat. A good spike maker that is definitely a commercial prospect. Every garden should have a little October Sunshine!
(L 1-.35; 10-3.00) (M 1-.25; 10-2.00) (S 2-.25; 10-1.00) (Blbts. 25-.40)

Oklahoma ★ ★ ★ (386) (Wilson, 1945) (90 days) (Janet x Bagdad) Quaint is the word for Oklahoma! She's like a dear little grandmother all dressed in silvery grey. Her dress is of taffeta, fluted and frilled; and she wears cream lace at her throat. She is particularly delightful when surrounded by yellows or buffs and I believe she is happiest in cool weather. Once she visits your garden, you will love her and want to keep her for a long visit.
(L 1-.20; 10-1.50) (M 2-.25; 10-1.00) (S 10-.60) (Blbts. 25-.25)

Orange Gold ★ ★ ★ (422) (Marshall, 1945) (85 days) This tall, dazzling golden-orange is one of the tallest and most robust growers in the entire glad world. Our spikes were simply magnificent last summer. While its parentage is unknown, Orange Gold looks as if it might have been derived from Picardy and Bit O' Heaven. An excellent commercial that wins instant attention in the florist's window. A real eye-catcher in the garden. Pictured on the back cover.
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)



Regal Red



Velvet Mantle



Do You Love the Golden-orange Color of the California Poppy?
There Is One Glad Which Has It: **LITTLE GOLD**

Orange Prince ★ ★ (324) (Snyder, 1945) (80 days) (Sport of Vagabond Prince and a companion of Hawkeye Red. A nice variety for cutting. Vigorous and prolific. (L 1-.20; 10-1.50) (M 1-.15; 10-1.00) (S 2-.20; 10-.50) (Blbts. Pkg. .35)

Oriental Pearl ★ ——— (506) (Carlson, 1946) (85 days) (Picardy x Unknown) I never could understand what others saw in this robust pearly cream giant until I saw several outstanding spikes of it at the Minnesota Glad Show last summer. Grown by the originator, they personified dignity and character. With me it is more restrained in its charm. Oriental Pearl is raised in quantity by several cut-flower growers. (L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Pactolus ★ ★ ★ ★ (416) (K. & M., 1947) (80 days) The most spectacular blotched variety ever introduced. Its prominent scarlet blotch on a warm buff ground reminds one of the departing sun swimming in the liquid amber of the evening sky. Or one might call it the pansy glad, since the blotches cover almost as much of the petals as the blotches of pansies. A good grower that readily opens eight beautifully ruffled flat-open round blooms. The name was taken from the brook in Asia Minor where, according to legend, King Croesus found his wealth. No up-to-date glad collection is complete without this stunning European origination. Pictured on page 32. (L 1-1.75; 10-14.00) (M 1-1.25; 10-10.00) (S 1-.80; 10-6.40) (Blbts. 2-.45; 10-1.80)

Pandora ★ ★ ★ ——— (342) (B. Palmer, 1940) (85 days) ((Paul Pfitzer x H. Kanzleiter) X Picardy) This soft coral with inconspicuous blotch comes from Prof. Palmer's sister. We love it for its harmonious beauty and freedom from faults. A happy grower and spiker. Pandora deserves more fame than it has received. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Parthiena ★ ★ ★ (566) (Hitchcock, 1949) (90 days) (Derived from a 25c pack-
 . . . age of seed purchased from Elmer Gove) Our experience
 with Parthiena has been both good and bad. It was sensational at the Binghamton show
 last summer, winning many awards. The second day, Parthiena was easily the most out-
 standing variety at the show. Few varieties keep as well or open as well in water as this
 lavender-purple. In our trial ground it made nice spikes for us, but the florets were so
 loosely attached that they drooped like fox-gloves in the day's heat. Other growers re-
 ported the same experience. Despite this deficiency, which may disappear upon acclima-
 tization, I believe that Parthiena has a bright future for both the home gardener and the
 commercial grower because of its immense size, great vigor, and fine opening qualities.
 One of the largest glads in existence. Half-way between lavender and purple in color.
 You will want to try Parthiena.

(L 1-1.50; 10-12.00) (M 1-1.25; 10-10.00) (S 1-1.00; 10-8.00) (Blbts. 1-.20; 10-1.50)

Pastel ★ ★ ★ (480) (Both, 1942) (95 days) As bolero is the copper glad, so Pastel
 . . . is the silver glad. Bluish silvery grey with a silky, satin sheen.
 Sometimes shows hints of rose overtones. Very subtle coloring that would intrigue a
 modern decorator. In my estimation the most artistic of the smokies. A little weak in the
 stem but a valuable novelty.

(L 1-.20; 10-1.50) (Blbts. 20-.25)

Patrol ★ ★ ★ ★ (416) (Palmer, 1946) (75 days) (Picardy x Golden Goddess)
 . . . Here's beauty to melt the heart of a skinflint! This rich golden-
 buff, opening 8 to 9 glossy, opulent blooms on a shapely, formal spike, won a place in the
 Court of Honor at the Binghamton show last summer, and in my estimation was surpassed
 in beauty only by Kadel's C. D. Fortnam among the varieties there on display. Patrol
 and Pactolus are preeminent among the buffs.

(L 1-.35; 10-2.80) (M 1-.25; 10-2.00) (S 2-.25; 10-1.00) (Blbts. 10-.25; 100-2.00)

Perdita ★ ★ ★ (313) (Grout, 1948) (90 days) (Aleta x Golden Goddess) Not a
 . . . large glad but a very pretty one. Medium yellow brushed red
 deep in the throat. Excellent for accent in arrangements. Good grower and propagator.

(L 1-2.00) (M 1-1.50) (S 1-1.25; 10-10.00) (Blbts. 1-.25; 10-2.00)

Phantom Beauty ★ ★ ★ (540) (Bastian, 1947) (85 days) (Probably a
 . . . Heritage seedling) A pale pastel or warm
 shell pink of unusually generous florescence, readily opening 12 well-attached florets at one
 time. Impressive on the show table, where it has been a great prize-winner, and a favorite
 with florists, who appreciate its remarkable keeping and opening qualities. A very famous
 glad which is now down in price so that everyone may enjoy it. Pictured on page 40.

(L 2-.25; 10-1.00) (M 10-.70) (S 10-.50) (Blbts. Pkg. .25)

Picardy ★ ★ ★ (530) (Palmer, 1931) (90 days) (Apricot Glow x Emile Aubrun)
 . . . With the advent of Picardy, Prof. Palmer brought into the
 world a gladiolus the like of which had never before been seen, and one which permitted
 a great stride forward in breeding. Though its progeny have largely taken its place on the
 show table, a well-grown spike of Picardy is still something to reckon with. Picardy is the
 massive apricot-salmon seen so often in florists' windows. Grown by the hundreds of acres
 in Florida for the winter cut-flower trade. I discarded Picardy a few years ago because of
 disease, but have discovered a strain which has all the fine qualities of the original. I am
 glad to offer Picardy to you again.

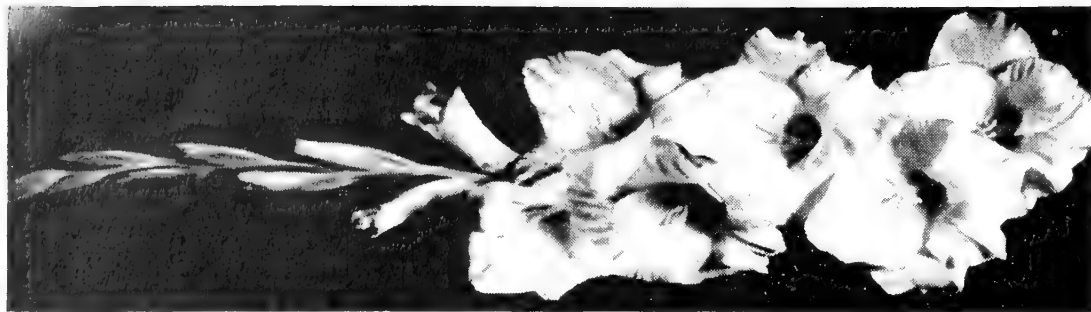
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Poet's Dream ★ ★ ★ ★ (366) (Baerman, 1946) (85 days) (Gloaming x Shir-
 . . . ley Temple) To the ultra-discriminating, Poet's
 Dream is one of the most beautiful glads in our catalog. Waxy as a lily, its delicate lavender
 color blends to a chaste ivory throat. Opens five to seven beautifully fluted round blooms.
 Breath-taking in arrangements. A tall grower but with more length in the "handle" than
 in the flowerhead. Recommended for those who place emphasis on beauty rather than size.
 In strong demand.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Preview ★ (462) (Marshall, 1948) (80 days) A tall vivid rose that needs fur-
 . . . ther acclimatization here to establish its merits.

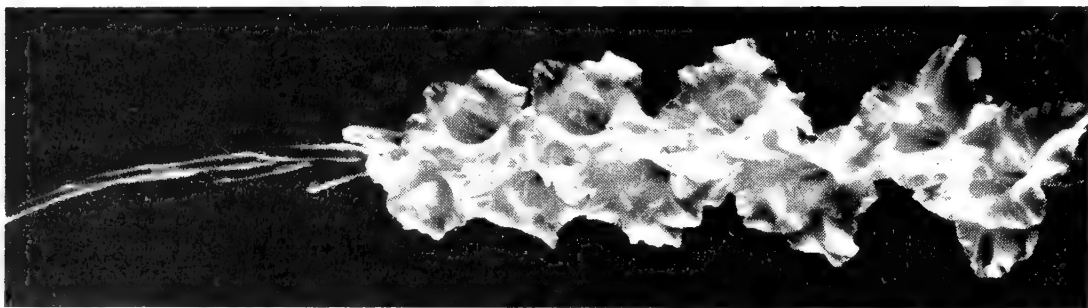
(L 1-.50; 10-4.00) (M 1-.35; 10-3.00) (S 1-.20; 10-1.50) (Blbts. 15-.25)



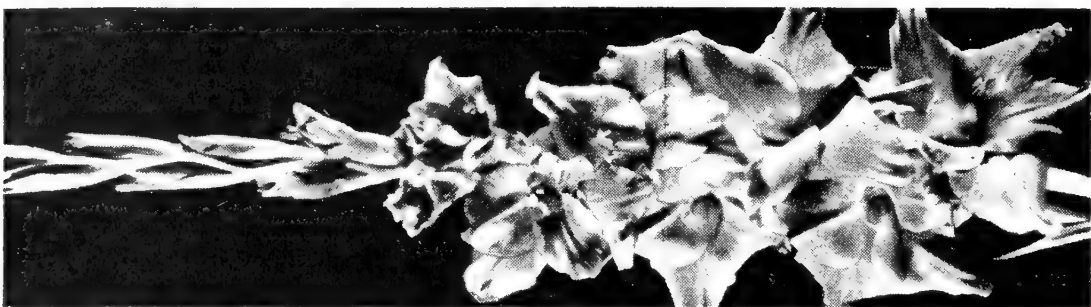
Trocadero



Sunspot



Summer Snow



Sherwood



Red Rascal



Phantom Beauty

Purple Supreme ★ ★ — (470) (Wilson, 1942) (90 days) (Chas. Dickens
 x Paul Pfitzer) This rich, lustrous purple
 seems to have inherited hybrid vigor from two inbred parents. Opens ten vivid, glossy
 blooms on campanile spikes. Not in the upper register of beauty like Lancaster, but the
 best of the older purples. A fine commercial cut-flower and an excellent basket glad.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Radiance ★ ★ ★ (436) (Butt, 1942) (70 days) (J. S. Bach x Picardy) This
 . . . light vermilion-red with chalky texture differs from any
 other red that I know of, harking back to J. S. Bach for its odd color. Builds a tall con-
 servative spike. Quite regular in performance. Recommended.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Ravel ★ ★ ★ (477) (K. & M., 1946) (80 days) This splendid medium-violet,
 . . . named for the French composer, is the most consistent large spike-
 maker among the "blues". Readily opens eight five-inch florets at a time. Rapidly becom-
 ing the standard violet, filling the niche formerly occupied by Blue Beauty, and, earlier
 still, by Ave Maria. Its smooth, fresh violet-blue color is enhanced by a garnet tongue.
 In heavy demand.

(L 1-.20; 10-1.60) (M 2-.30; 10-1.20) (S 3-.25; 10-.75) (Blbts. 20-.50)

Red Charm ★ ★ ★ — (452) (Butt, 1939) (80 days) (Com. Koehl x Picardy)
 King of the Reds for many years. Superseded today,
 but still very fine. Opens six to eight rich, lustrous blooms on massive flowerheads. A
 great commercial.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Red Cherry ★ ★ ★ — (450) (Roberts, 1946) (70 days) (Picardy x Tip Top)
 A soft, smooth, yet quite brilliant light red, with a
 deeper red cherry in the center of each floret. Might be called a red Picardy, although the
 florets are rounder and wider open. Flowerheads are of excellent length and carry seven
 open florets. An early bloomer with a brilliant commercial future. On our season's Honor
 Roll.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00) (S 1-.30; 10-2.40) (Blbts. 5-.30; 100-4.00)

Red Plush ★ ★ ★ ★ (536) (Baerman, 1943) (70 days) (Picardy x Flaming
 . . . Meteor) This handsome, plushy salmon-scarlet is one of
 the most gorgeous glads in existence and a real rival of Dieppe, though slightly deeper in
 tone. The warm, soft color is very easy on the eyes. Blooms are saucer-round, a full six
 inches in diameter and heavy as chamois-skin. Opens six to eight of these amaryllis-like
 blooms at a time. A vase of five or six spikes of Red Plush is something you'll remember
 the rest of your life. Astonishingly early for such a massive glad. Unlike most varieties,
 it will not bloom from small bulbs. Attachment is only fair but plenty good for the home
 garden or the local market. Red Plush would be a very famous glad if it had propagated
 as fast as Picardy. We are fortunate to have worked up a good stock. Be sure to try this
 if you want something outstanding that everyone else doesn't have.

(L 2-.25; 10-1.00) (M 10-.60) (S 10-.30) (Blbts. Pkg. .25)

"Red Plush certainly surprised me this year. Our best red all summer long. One
 perfect spike after another."
 —Max Hughes, Wyoming

Red Rascal ★ ★ ★ ★ (550) (Graff, 1945) (85 days) (Picardy X (Baron Mun-
 . . . chausen x Beltane)) Intense light red with petals so
 heavy they are like starched and ruffled chamois-skin. Has a soft suede texture. The
 halftone on page 40 reveals at a glance the splendid styling of this gorgeous red. Moderate
 propagator.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00) (S 1-.30; 10-2.40) (Blbts. 3-.20; 10-.60)

Redwing ★ ★ ★ ★ (536) (Wright, 1948) (85 days) (Seedling x Red Charm)
 This outstanding new scarlet will open eight to ten
 5½-inch florets on long willowy spikes. A grand exhibition variety and an excellent cut-
 flower. Color is near a self-scarlet except for a deepening in the throat. Florets are round
 and slightly ruffled. Redwing appears to have done well everywhere.

(L 1-2.50) (M 1-1.75) (S 1-1.00; 10-8.00) (Blbts. 1-.30; 10-2.50)

Regal Red ★ ★ ★ ★ (536) (Fischer, 1949) (100 days) (Hindenburg's Memory x Liberator) The man's glad! A king-size scarlet-red of tremendous vitality and luxurious beauty. Opens six flat, round florets a full six inches in diameter on gun-barrel spikes uniformly five feet tall. In fact, some of our customers complain that it is too tall! Its vivid color is enhanced by a distinct silvery sheen overlaying the entire flower. A clean-cut white spearhead lends character to the throat. A truly magnificent variety that ranks among the gladiolus greats. When we introduced this last year, we apologized for the fact that, like many other reds, it would burn in the hot sun. Strangely, several customers wrote that it was outstanding for its ability to withstand heat. That goes to show how variation in performance in different localities will make a liar out of the best-intentioned introducer! We have enthusiastic reports on Regal Red from Florida which indicate that it may be the coming red cut-flower.

The spikes of Regal Red shown in color on page 43 were cut in bud. Most of the spikes carried six open florets the day after the picture was taken. We left them in the vase for a week and they bloomed out perfectly to the very tips. Regal Red is also pictured on page 37 and on the back cover.

Don't fail to stock this wonderful variety, whether you grow glads solely for your own pleasure or for the cut-flower trade. We offer very attractive quantity prices in our wholesale list. (L 1-.50; 10-4.00) (M 1-.35; 10-2.50) (S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

"You sent me three bulbs of Regal Red and two of them made magnificent spikes, the nearest perfect of anything I grew this season."
—Rev. H. E. Morrow, Iowa

"Now for that regal Regal Red: there is a glad to thrill the heart of everyone. I believe this is going to be a man's glad. My husband is not easily excited about flowers but he could not seem to find enough to say about Regal Red."

—Mrs. Adelbert Whitehead, New York

"Regal Red makes a nice spike but grows too tall to suit me. It stood the 100° heat OK."
—J. J. Remler, Pennsylvania

"I wouldn't have believed any glad, especially a red one, could have taken the bad, and changing, weather Regal Red went through. I plant deep and water generously just before flowers open. But when Regal Red opened the first two flowers on a day close to 105°, I expected the entire spike to be "cooked". By noon the flowers hung like rags, but were fresh and wide-open the next morning. Only one bud burnt on the edges. By the time four more opened, the temperature fell to 37°. This was followed by a wind that tore off roofing and broke small branches. Most of my other glads went over, but Regal Red wasn't even mussed up. I cut it then and the last flowers opened perfectly indoors. They were 5½ inches across. It's the most wonderful glad I've ever seen."

—Mrs. R. E. Turk, California

Rita Mae ★ ★ (450) (Pommert, 1947) (85 days) (Com. Koehl seedling) This is a thrill to the cut-flower grower. Excellent propagator and germinator. Pictured on page 52. (L 2-.25; 10-1.00) (M 10-.60) (S 10-.30) (Blbts. Pkg. .25)

Rosa van Lima ★ ★ ★ (440) (Pfitzer, 1940) (80 days) One of the greatest pinks in gladiolus history. A crisp, fresh, cool pure-pink that bathes one's soul. Still a leader in color, though it has long been surpassed in beauty of form. Has been grown extensively.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Rose Charm ★ ★ ★ (360) (Fischer, 1948) (65 days) (Lavender and Gold X (not pink) with dramatic throat and midribs of cream. Opens five to seven airily arranged blooms on tall, wiry stems. Grows four and one-half feet tall. A glad you'll love to arrange because every spike is a willowy ribbon of bloom. Uniformity is as much an index of vitality as height, and Rose Charm produces spikes of incredible uniformity. A simply superb cutter and a gem for home decoration. Will give those of you who specialize in artistic arrangements one of the loveliest baskets of the season. Exceptionally early. A coming commercial. (L 1-.25; 10-2.00) (M 1-.20; 10-1.50) (S 2-.30; 10-1.00) (Blbts. Pkg. .35)

"Your Rose Charm pleases me more and more as it blooms . . . Got a Rose Charm today with eleven open."
—L. L. Ward, Indiana

"Rose Charm is a dilly."

—F. Parkes, New Jersey



REGAL RED Is a Favorite with Men. Florets Pictured
Measured Six Inches across without Distortion

Rose O'Day ★ ★ (560) (Fischer, 1944) (75 days) (Rosemarie Pfitzer x Dream O' Beauty) Another great glad from that famous parent, Rosemarie Pfitzer. Half-sister to another famous rose, Miss Wisconsin. Of the two Rose O'Day is the cooler shade. As robust as an ancient Greek athlete. Those tall, massive, arrow-like spikes, carrying up to nine open blooms, were certainly a treat in our early cut-flower patch.
(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Salman's Glory ★ ★ ★ (507) (Salman, 1947) (80 days) This vigorous cream with bold scarlet blotch is the best of the flood of introductions from this originator. Has much more stamina and character than most of the rather soft and floppy Dutch varieties. A really great glad. Similar to Margaret Beaton but creamier and more robust. Opens well in water.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Sandman ★★ ★ (486) (Butt, 1941) (85 days) (Picardy x Rosabelle) We have never hybridized to get smokies—in fact, we haven't a single smoky seedling coming along. Nor have we ever offered our customers many smokies from other sources, since our list is pretty well screened by our own enthusiasms and we rarely get enthusiastic about any smoky. But Sandman is an exception! Its old-rose tone is so pure and smooth, so effectively lit up by a creamy throat and midribs, its substance is so good and its texture so waxy, its personality so harmonious and different that we could not but be charmed by it and we believe you will be, too. A truly worth-while smoky. Originated in Canada. (L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Seashell ★★ (540) (Roberts, 1948) (85 days) (Sonatine x Angelus) A light pink as delicately tinted as the inside of a seashell. Off to a flying start in winning the hearts of the connoisseurs. Vigorous and prolific. Seemed to lack style with us, but have not heard mention of this elsewhere. Recommended for trial. (L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. 10-.75)

Seedlings, Mixed [Bloomed] It is necessary to grow a vast number of seedlings to find one worthy of introduction. For every one introduced there are a hundred very good ones that didn't quite make it. This mixture is composed of the also-rans, many of which were so good that it hurt to throw them away. This mixture will not average as good as named varieties but will contain some surprises. If you like variety, you will surely find it here. One of the best buys in this catalog.

(L 10-.70; 100-5.00) (M 10-.40; 100-3.00) (S 10-.25; 100-1.50) (Blbts. Pkg. .20)

"We got so much enjoyment from the seedlings we purchased from you.

We won a Reserve Champion, also best seedling of the show, at Ann Arbor . . . It's pretty hard to get a seedling on the champ table, so we are quite proud of this one . . . This was one of your unbloomed seedlings, as we do not do any hybridizing."

—J. Van Prooyen, Indiana

"I got some of your small mixed seedling bulbs, and last year when they bloomed, I was open-mouthed in admiration . . . In comparison, my own seedlings were as sparrows to bluebirds."

—Frederick W. Parkes, New Jersey

Sherwood ★★ ★★ (470) (Robt. Pruitt, 1948) (80 days) This newcomer to the weak purple class seems to have captivated the hearts of glad fans everywhere. A lustrous, silky red-purple that easily grows to 500 size for us. Opens six to eight huge recurved plain-petalled florets on long flowerheads. A tremendous propagator and a sure-fire commercial. Pictured on page 40.

(L 1-1.00; 10-8.00) (M 1-.60; 10-4.80) (S 1-.40; 10-3.20) (Blbts. 5-.25; 10-.40; 100-3.00)

Silver Gull ★ (476) (K. & M., 1947) (85 days) This pale silvery violet first appeared as a rogue in Better Times, but became quite popular. We list it principally because it is the only representative of the pale violet color group now in commerce. Somewhat deeper violets, like Better Times, are, we believe, more beautiful and more effective.

(L 2-.30; 10-1.20)

Silver Star ★★ (401) (E. B. Snyder, 1945) (90 days) (Picardy x Chas. Dickens) There is always room for a white glad with a lavender-purple blotch and Silver Star seems to be the best one currently available. Quite a different gladiolus personality from scarlet-blotched Margaret Beaton or rose-blotched Freedom. Silver Star opens about six round blooms of good substance on long flowerheads. A heavy propagator.

(L 1-.20; 10-1.60) (M 2-.30; 10-1.20) (S 2-.20; 10-.80) (Blbts. Pkg. .30)

Silver Wings ★★ ★★ (500) (Ritsima, 1944) (90 days) (Picardy sport) This suede-textured creamy white opens six to eight broad-petalled six-inch florets on splendid stems. A slight touch of starchy ruffling gives it a dash of character. If it lags a trifle behind Leading Lady in performance, it is a trifle out-front in beauty. A magnificent variety.

(L 2-.25; 10-1.00) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Skyway ★★ ★ (440) (Stevens, 1948) (70 days) ((Seedling derived from Mrs. Anna Pfitzer, Picardy, Our Selection, and Longfellow) x Mary Elizabeth) A most promising early cut-flower. Beautiful light pure-pink of rounded form that builds a long flowerhead with seven to eight open blooms. Not ruffled. Serene in both form and color. Very much worthwhile.

(L 1-3.00) (M 1-2.00) (S 1-1.00) (Blbts. 1-.25; 10-2.00; 100-15.00)



**Grace as an Element of Gladiolus Beauty Finds Its Supreme
Exemplification in STARLET**

Snow Flurry ★ ★ ★ (400) (Clark-Moses, 1947) (85 days) (Picardy sport) . . . One of the four best white (or cream) Picardy sports. (The others: Leading Lady, Silver Wings, and Eureka.) Of the four, Snow Flurry is undoubtedly the whitest and probably also has the most style. Has the same beautiful suede texture as Silver Wings. A fine, tall grower. Florets have wonderful attachment, but may occasionally come misplaced. A very superior variety and one which you will undoubtedly want to try. (L 1-.35; 10-3.00) (M 1-.25; 10-2.00) (S 2-.25; 10-1.00) (Blbts. Pkg. .25)

Snow Princess ★ ★ . . . (400) (Pfitzer, 1939) (75 days) For many years white. Has been grown by the acre for cut-flowers. Tall and creamy in tone, it is a most reliable early cutter. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Sparks ★ ★ ★ . . . (506) (Glass, 1947) (95 days) (Seedling x Aladdin) Well-named! This giant creamy-yellow has a startling explosion-blotch effect of orange scarlet which suggests sparks shooting from a glowing coal. Tall and spectacular in the garden. A must-have for both the fancier and the commercial grower. One of the most distinctive varieties in our entire list. (L 1-.35; 10-2.80) (M 1-.25; 10-2.00) (S 2-.25; 10-1.00) (Blbts. 10-.25; 100-1.50)

Spic and Span ★ ★ ★ ★ . . . (432) (Carlson, 1946) (80 days) (Picardy x New Era) No. 1 in popularity in the strong salmon-pink class, Spic and Span is one of the most spire-like of all glads, readily opening 8 to 10 precisely-set round florets on tall, tapering spikes that are a joy to either the fancier or the commercial grower. A heavy prize-winner at the shows. This was such a dream of a cut-flower last summer that I remarked that I didn't care whether I sold any bulbs of it

An Arrangement of Pastels Lends Charm to a Living Room,
Varieties: BETTY'S CHOICE (Rose Pink), a Light Pink
Seedling, and BEAUTY'S BLUSH (Pale Rose Pink)



or not. But it made such wonderful growth and propagated so well that I can readily share stock of this worldbeater with others. Cuts well from small bulbs. Has been in heavy demand among Florida growers for the winter cut-flower trade. Spic and Span is a near-self salmon-pink that is the standard of excellence in its color class today. Heartily recommended. Pictured on page 48 and on the back cover.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00) (S 1-.25; 10-2.00) (Blbts. 8-.25; 100-2.50)

Spindrift ★ ★ ★ (400) (Chase, 1947) (90 days) (Picardy x Myrna) Spindrift (sea spray) might be called an improved Myrna, though it is less ruffled and more starry in form. A light cream in our estimation, rather than a white, but a very fine cream. Spindrift will open seven or eight trimly-tailored florets at a time on shapely spikes. Texture is waxy, rather than suede, as in the Picardy sports. A great show winner.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00)

Spotlight ★ ★ ★ (410) (Palmer, 1944) (80 days) (Picardy x Yellow Seedling Queen) The leading commercial yellow today. One of Dr. Palmer's top-drawer introductions. The closest thing to a yellow Picardy. Spotlight is a medium-deep yellow with unusually round, plain-petalled blooms, five or six of which are open at a time. A small fiery spark lights up the throat. A splendid cutter that makes fine spikes from even small bulbs.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Spun Gold ★ ★ (312) (Palmer, 1947) (70 days) (Picardy X (Jonquil x Seedling)) Attractive deep yellow with round florets that remind one of Margaret Fulton. Has a lustrous, silken sheen. One of the best in a weak class.

(L 1-.25; 10-2.80) (M 1-.25; 10-2.00) (S 2-.25; 10-1.00) (Blbts. 15-.25; 100-1.50)

Starlet ★ ★ ★ ★ (200) (Baerman, 1944) (80 days) ((Zona x Baby Decorah) X Queen of Bremen) As the forget-me-not is more beautiful than the sunflower, so this tiny glad is more beautiful than most giant varieties. Starlet is the most graceful of all glads. Its waxy white blooms, exquisitely ruffled, are poised like fluttering white butterflies on thin, wiry stems. There is a fugitive, transient beauty about Starlet that makes it a little unreal. Ethereal in small table arrangements. Indispensable to the discriminating fancier. Pictured on page 45.

(L 2-.25; 10-1.00) (M 10-.40) (S 10-.25) (Blbts. Pkg. .25)

Strawberry Peach ★ ★ ★ ★ (533) (Salbach, 1944) (85 days) This glad has been coming up in performance for us year after year until last summer it was really something to rave about. (See picture on page 24.) Its melting pinky-buff color is enhanced by extraordinary substance and truly magnificent ruffling. One of the most beautiful glads in existence. Don't fail to add this thriller to your 1950 garden!

(L 1-.40; 10-3.20) (M 1-.25; 10-2.00) (S 1-.15; 10-1.20) (Blbts. 10-.25; 100-2.00)

Summer Snow ★ ★ ★ (300) (Fischer, 1949) (85 days) (Angelica X (Sweet-for gladiolus of absolute, immaculate whiteness, free from the cream infusion found in the throat of nearly all white glads. White to the very base of the petals. White even to the stamens. Summer Snow opens up to nine heavily ruffled florets on tall spire-like spikes about 55 inches high. Placement is perfect. Indeed, spikes are so uniform as to be nearly identical. A glad you could cut in the dark and win with in its class in virtually any show. (The December, 1949, North American Gladiolus Council Bulletin, just at hand, discloses that Summer Snow won first in its class at 14 glad shows last summer—a most unusual record for any variety in the first year of its dissemination.) Grow this glad in sufficient quantity to cut it by the armful and you will understand why we called it "Summer Snow." Pictured on page 40.

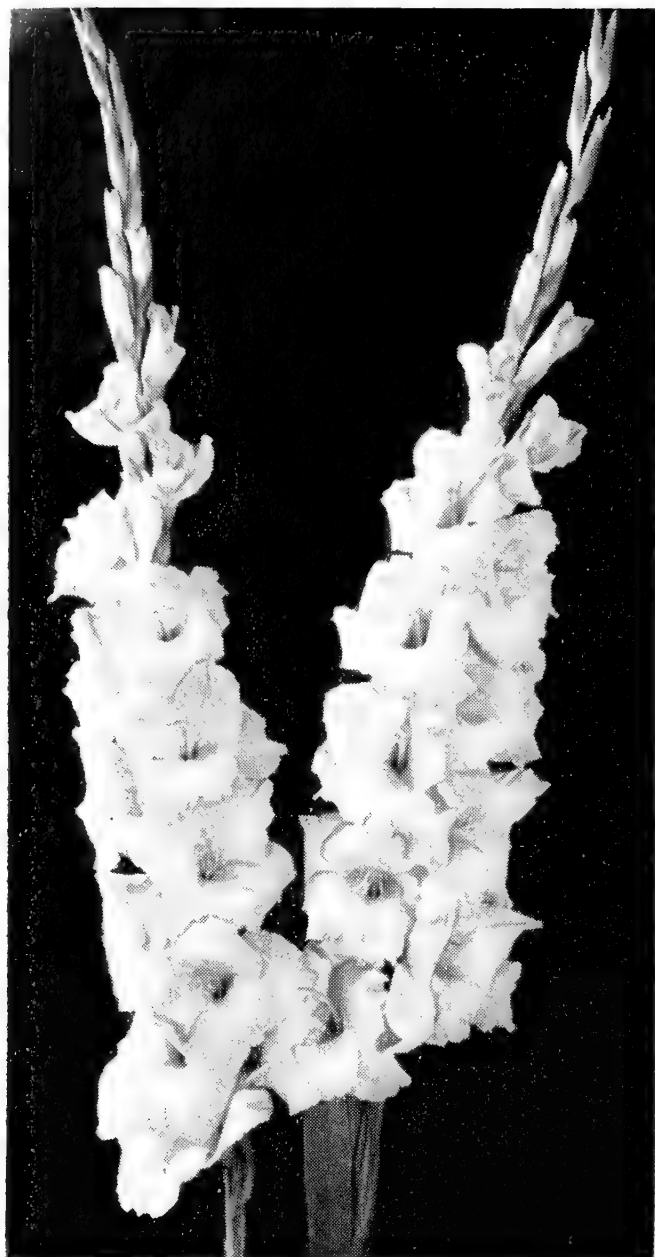
(L 1-.50; 10-4.00) (M 1-.35; 10-2.50) (S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

"The outstanding one was Summer Snow, which is the purest white I ever grew. It has the finest stems, pose, placement, glistening color that is white. There has been a very definite need for this. It is tops in every way and I predict it will go to town."

—J. R. Carlisle, Ohio

Sunlight ★ ★ ★ (416) (Spiller, 1946) (85 days) (Margaret Fulton x Hercules) A glad of the soft orange-pink color that artists use so lavishly in painting sunsets. Opens about six round waxy florets on a well-proportioned spike. The only important glad derived from that old-favorite, Margaret Fulton.

(L 1-.35; 10-2.80) (M 1-.25; 10-2.00) (S 2-.30; 10-1.20) (Blbts. 5-.25; 30-1.00)



**SPIC AND SPAN Builds Those
Tall, Spire-like Spikes**

California: "Gratitude grew beautifully from both bulblets and large bulbs. Also Birch Red. Your Beauty's Blush was really a Blushing Bride. A fine cutter."—Ed Noyer.

Minnesota: "Friendship, Freedom, Cupid, and Regal Red gave me good spikes of good size and were perfect in every way."—Merle D. Allen.

Illinois: "Autumn Gold gave us some beautiful spikes . . . Wonderful color. Poet's Dream did fine . . . Gratitude gets better every year."—K. J. Lindsey.

Maryland: "I was very well pleased with the performance of Little Sweetheart and White Christmas last season."—Howard Wright.

Wisconsin: "I like Beauty's Blush fine. It is the only glad I ever saw that holds its florets in the hottest sun when all others are as limp as rags."—E. F. Boewe.

Washington: "Of our 200 varieties, the one cherished in the place of honor (the best vase in the best window) was each Rose O'Day as it bloomed . . . At the Washington Glad Show in Seattle, we picked up a blue ribbon for you on Little Sweetheart."—Mrs. D. M. Merrin.

Montana: "White Christmas and Florence Nightingale are fine strong plants. White Christmas had lovely straight spikes and took a blue ribbon at the flower show. Unfortunately we had a Ferdinand steer who not only liked to look at flowers, he liked to eat them, especially glads whenever he got out, so poor Florence Nightingale had her head chopped off."—Mrs. Fred. C. Varnum.

Illinois: "Gratitude and Beauty's Blush were the tallest glads I've ever grown, spikes just two inches under six feet. Genghis Khan is the most beautiful glad I've ever seen."—Mrs. F. E. Minick.

Sunny Day ★ ★ (412) (Barrett, 1943) (85 days) (Picardy x Erie) This stalwart yellow is well-named! Its color is a soft sunshine yellow that blends beautifully with other pastels. Grows five-feet tall and opens about eight well-rounded blooms. Its fine habits will make it welcome in any garden.

(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .20)

Sunspot ★ ★ ★ (417) (Roberts, 1945) (80 days) (Picardy x Gloriana Seedling) This light golden-buff with a tiny blur of rose-red deep in the throat is a very competent spike maker. Regular as a bank president in its habits. A very frequent prize winner. Pictured on page 40.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00) (S 1-.25; 10-2.00) (Blbts. 10-.35; 100-3.00)

Susquehanna ★ ★ (416) (Herridge, 1943) (85 days) (Heritage x Picardy) Smoothest peachy-buff with ivory throat and midribs. Suede texture. Opens six to eight clean-cut plain-petalled florets. Will throw a few shorts but has long been popular as a cut-flower.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Tarawa ★ ★ ★ ★ (436) (Palmer, 1946) (80 days) (Regent x Corona.) A rich, sun-drenched scarlet, full of orange glints. A distinct thumb-print of velvety crimson in the throat, on which a broad white line is sharply etched, gives the blooms lots of distinction. Holds eight slightly ruffled florets open at a time. Produces long flowerheads with a rather short "handle." A scarlet to conjure with.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00) (S 1-.25; 10-2.00) (Blbts. 5-.25; 10-.40)

Tivoli ★ ★ ★ ★ (406) (K. & M., 1947) (90 days) Older glad fans will remember that it would melt a heart of stone. Tivoli is the modern counterpart of Coryphee. To an enchanting pure-pink color has been added excellent habits and a strong constitution. You won't err if you make this superb glad one of the cornerstones of your gladiolus collection. (L 1-.20; 10-1.60) (M 1-.15; 10-1.00) (S 2-.20; 10-.60) (Blbts. 10-.25; 100-2.00)

Topflite ★ ★ ★ ★ (460) (La Salle, 1946) (90 days) This luminous, crystalline rose-pink is truly a topflight connoisseur's variety. There were some ethereal baskets of Topflite at the Binghamton show last summer. Not a good bulb maker but near the top for beauty. (L 1-1.50) (M 1-1.00; 10-8.00) (S 1-.50; 10-4.00) (Blbts. 2-.25; 10-1.00)

Treasure Island ★ ★ ★ (542) (Lins, 1947) (90 days) (Rosa van Lima x California) A giant light salmon that has been winning favor with fans and growers. It opens about six huge florets on long flowerheads. A healthy grower in the field. (L 1-1.50) (M 1-1.00; 10-8.00) (S 1-.50; 10-4.00) (Blbts. 2-.25; 10-1.00)

Trocadero ★ ★ ★ (424) (Lins, 1946) (85 days) ((Picardy x Aflame) X Pfitzer's Triumph) This glad has the novel quality of appearing one color from a distance (carrot orange) and a different color close up (light salmon-scarlet). At its best a very beautiful variety. I have discarded my stock of this variety and purchased a strain that has retained its original vigor. The very beautiful form of Trocadero is evident in the picture on page 40. (L 1-.75; 10-6.00) (M 1-.50; 10-4.00) (S 1-.25; 10-2.00) (Blbts. 10-.50; 100-4.00)

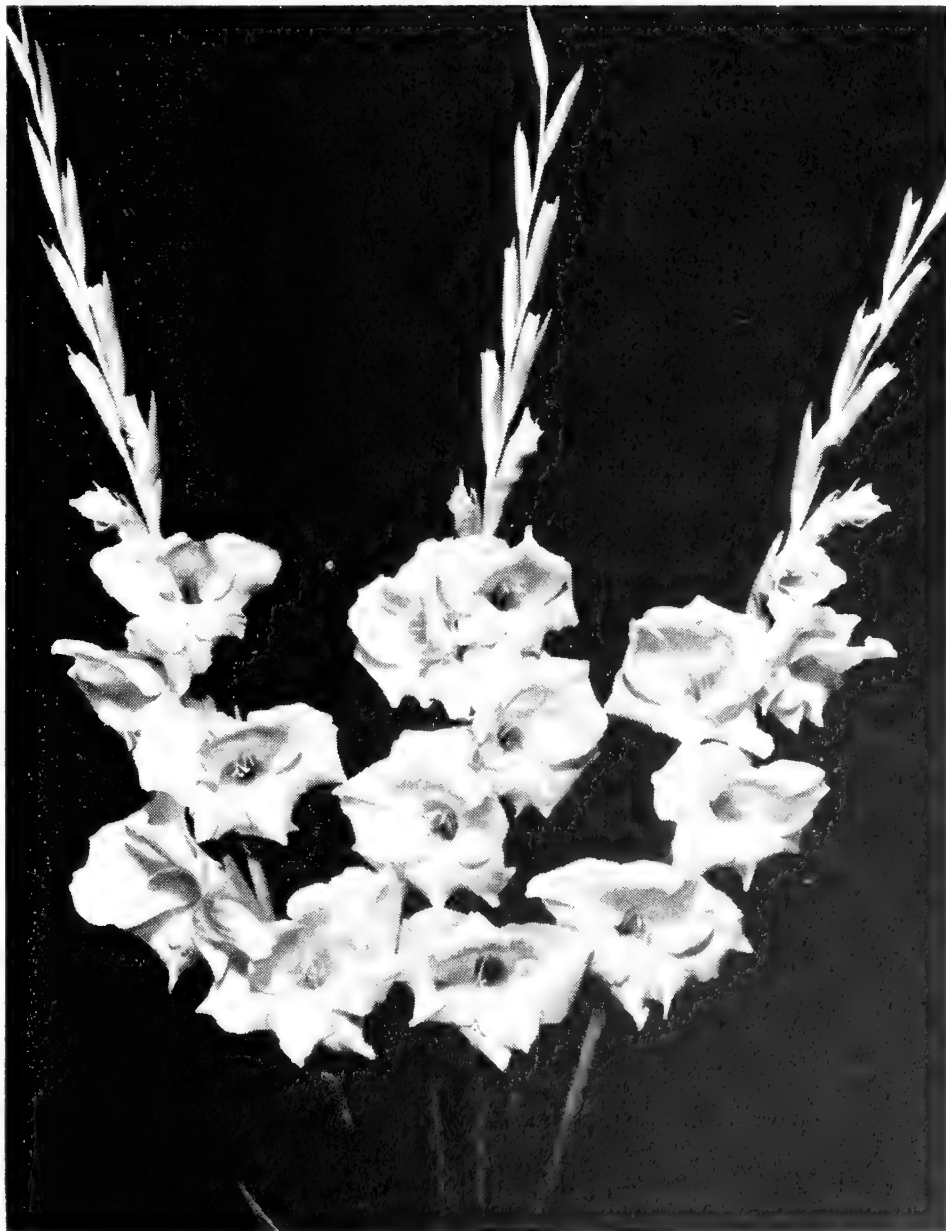
Utah: "We have grown about all the best whites, but for beauty White Christmas has stolen our hearts. Bulbs we got from you were perfect."—W. G. Page.

South Dakota: "Of the thirty varieties I tried out last year, your White Christmas proved to be the best."—Elton Shank.

Iowa: Lavender and Gold and Autumn Gold are two varieties our florists grab first."—Dr. John M. Woods.

Ohio: "Regal Red was everything you claimed it to be. Spikes were about five feet tall with many florets open. A very straight grower. Truly a fine red for me. Bulblet production good."—Herbert W. Bope.

Nebraska: "Arethusa was my favorite from last summer's crop. I loved her color, her ruffling, everything. Beauty's Blush won first prize for me at the Lincoln County fair. The opening day was the hottest day of the summer here. People fainted in the same building where the flowers were. Some of my glads fainted too. I was sorry I had ever taken them out of their cool cellar. But Beauty's Blush took the heat like a soldier. My spike looked cool and fresh for the whole four days."—Mrs. Harry Yost.



Refreshing, Clean-cut Beauty Characterizes
HEART O' GOLD

True Love ★ ★ ★ (440) (Klein, 1945) (70 days) (Picardy x Helena) Loved ly in arrangements on a coffee table or with the light streaming on it through lace curtains. A dependable early cutter. Does not bloom well from small bulbs.

(L 2-.25; 10-1.00) (M 10-.50) (S 10-.25) (Blbts. Pkg. .25)

Twinkles ★ ★ ★ (250) (Butt, 1948) (70 days) (Harlequin x Crinklette) Here is a glad that has unusual value for sophisticated arrangements. Its color is derived directly from Brightside (one of the grandparents): light orange, blending to bittersweet tips, though it has more bittersweet about it than Brightside. But it is in form that Twinkles is most original. Its heavy crimping and needle-pointing would delight a stylist like Schiaparelli. I consider this one of the best among the 200-size glads. (\$2.00 each, any size. No blbts.)

Velvet Mantle ★ ★ ★ (454) (Fischer, 1949) (85 days) (Dr. Hoeg x Black Opal) This luxurious maroon will open 6 to 9 florets on long "buggy-whip" spikes five feet tall. Grows almost too tall. A marvelous basket glad. Blooms have such a lustrous, silky sheen that we had to have our halftone on page 37 made over, the sheen on the first photograph we used being so intense it made this look like a white glad. Velvet Mantle is one of the loveliest in the black-red class and at its best is unbeatable. Note the customer reactions on page 53.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. 4-.25; 10-.50)

Venida ★ ★ ★ (460) (Milo, 1947) (85 days) ((Mauve Magic x Minuet) X Minuet) Medium orchid-rose with a prominent sharp throat blotch of cream. Produces neat, formal spikes with great consistency. Opens about eight florets with several more showing color. One of the better rose glads.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. 5-.35; 10-.50)

Victory Queen ★ ★ ★ (430) (Wilson, 1945) (95 days) (Mrs. Richard McGovern x Christabel) Heart-warming salmon-peach, lavishly ruffled and glowing as if filled with congealed sunlight. Cream throat. A lush, exuberant, corn-fed beauty that stands out in any display of pulchritude.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50) (S 2-.25; 10-1.00) (Blbts. 10-.25; 100-1.00)

War Paint ★ ★ ★ (436) (Kadel, 1947) (95 days) (Red Penny x Regent) This is definitely one of the best scarlets. Ranks close to Bonfire in color saturation. A self-scarlet with a glistening enamelled sheen. Opens about eight medium-large, well rounded florets on a tall, tapering spike. A glad you'll be proud to have in your garden.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. 4-.25; 100-4.00)

Wedgwood ★ ★ ★ ★ (366) (Fischer, 1947) (70 days) (Lavender and Gold x Seedling) Here is one medium-sized glad so outstanding in beauty that it is a favorite even with those who prefer the giants. Our color picture of Wedgwood on page 51, though somewhat too pink, tells the story of Wedgwood's beauty better than any description. It is a true lavender of extraordinary substance and ruffling, blending to a soft cream throat. Texture is very waxy. Attachment of florets and ability to open in water are ideal, making this a fine commercial. Its extreme earliness (61 days for a friend in Indiana) also contributes to its cut-flower value. For us Wedgwood regularly opens five 4½-inch blooms, but several growers in other localities report its ability to open eight. Spikes are consistently four and one-half feet tall. Does not produce shorts. Foliage is deep green and very healthy. Propagation is excellent.

We have made the beautiful Prestgard strain the backbone of our hybridizing program. The seed-parent of Wedgwood, Lavender and Gold, is derived in part from Sweetheart, a waxy pink-and-white Prestgard variety that was popular for many years. The pollen-parent of Wedgwood is not positively known. We have about decided, however, that it must have been one of our seedlings of Gloaming (a tall light-purple with white throat) x Shirley Temple (which came from Picardy crossed with Ruffled Beauty (a Prestgard light yellow which we offered up to last year). Thus Wedgwood has apparently inherited blood of the Prestgard strain from both parents.

Dr. Cason of Tennessee, one of the leading authorities on glad varieties, in his comprehensive summary of the 1949 season in the December, 1949, N.A.G.C. Bulletin, rates Wedgwood as one of the "Ten Best Glads", it being the only 300-size glad to receive that honor.

Last year Wedgwood was \$1.00 per bulb. At its new low price everyone can now enjoy Wedgwood in generous cutting quantity. We heartily recommend this color gem to those who sell cut-flowers. Very attractive prices are offered in our wholesale list.

(L 1-.35; 10-3.00) (M 1-.25; 10-2.00) (S 1-.15; 10-1.00) (Blbts. 10-.25; 100-2.00)



Among Lavenders, WEDGWOOD Is the Criterion for Character and Charm

"The Wedgwood I got from you were the most beautiful glads I had in the garden. Here is one glad I'm heartily in love with."

—E. H. Lins, Minnesota

"If I had to grow but one glad, I'm sure that it would be Wedgwood."

—R. Raymond Stauffer, Maryland

White Challenge ★ ★ (501) (Arnett, 1947) (90 days) (Euides x Picardy) . . Perhaps the largest of all whites—at least it was much larger than any Strathnaver that we have ever seen. Actually produces flowerheads more than a yard long with florets as big as saucers. Opens about eight of these immense florets at a time with plenty of stretch between blooms. Texture displays considerable sparkle. Has a rose suffusion in the throat. Grow this if you want to astound your neighbors with something of super colossal size. To the discriminating, however, White Challenge lacks a certain harmony and rhythm.

(L 1-1.50) (M 1-1.00; 10-8.00) (S 1-.50; 10-4.00) (Blbts. 1-.20; 10-1.50)

White Christmas ★ ★ ★ ★ (500) (Fischer, 1948) (80 days) (Myrna X (Maid of Orleans x White Ribbon))

This snow-sculptured beauty is one of the classics of the glad world. Its immaculate purity of color, serene poise, and luxurious ruffling make it a never-ending source of inspiration, both during the blooming season and long afterward in the mind's eye. White Christmas opens six to eight (and occasionally up to eleven) superb florets which rival the Regal Lily in heaviness of substance and waxiness of texture. In some weather it may show opalescent tints when bloomed outdoors, but opened inside, it is invariably pure as snow-white velvet, save for a creamy-ivory throat. Incidentally, it opens exceptionally well in water. Large bulbs should have all but one eye removed before planting, lest they attempt to throw too many spikes.

We have our usual crop of enthusiastic testimonials on White Christmas again this year. According to the N.A.G.C. **Bulletin** of December, 1949, White Christmas won blue ribbons at ten glad shows last summer. In four cases it won championships:

1. Grand-Champion of the Northern California Glad Show at Sacramento. Exhibited by R. W. Anderson.
2. Grand-Champion of the Iowa Glad Show at Cedar Rapids. Exhibited by Mrs. Etta Feye.
3. Reserve Champion at the Wisconsin Seedling and Recent Introductions Show at Sun Prairie. Exhibited by Melk Bros.
4. Most Beautiful Spike in Hall of Fame by popular vote at the Minnesota Glad Show at St. Paul. Exhibited by Noweta Gardens. (White Christmas received about three-fourths of all votes cast.)

White Christmas is more sensitive in its spike length to hot, dry weather than most of our introductions. As a result, our planting stock of this variety, blooming in better weather than the large bulbs, eclipsed the latter in performance.

Last year White Christmas was \$1.50 per bulb. This year's new low prices will permit you to grow this supremely beautiful variety in quantity. For pictures of White Christmas, see back cover and inside back cover.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00) (S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

"I would like to tell you again just what a treat White Christmas afforded me last year. It is indeed a joy to behold, and personally, if I had to choose just one white, that would have to be it."

—Dr. John F. Cason, Tennessee

"The White Christmas I ordered from you last year was ultra—its ruffling is superb—my favorite variety."

—Don Henderson, Iowa

"Yesterday I cut a spike of White Christmas from a bulblet. Height: 44 inches. Spike 33 inches and 18 buds."

—R. R. Crowton, Michigan

"I had one bulb of White Christmas and it was gorgeous. So many flowers open at once and each lasted about four days."

—Mrs. Wm. Dotseth, Wisconsin

White Goddess ★ ★ ★ (500) (Roberts, 1948) (80 days) (Myrna x Heritage) . . Fully acclimated White Goddess had a good year with us. This crisply ruffled pure white with creamy-ivory throat can make really handsome spikes. The long flowerheads, sturdy growth, and rapid propagation of this excellent Roberts origination make it an excellent commercial prospect. White Goddess has been generally well-received.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00) (S 1-.50; 10-4.00) (Blbts. 3-.25; 10-.75)

Yellow Herald ★ ★ . . (411) (K. & M., 1947) (70 days) This successor to Early Gold is not quite as early as its predecessor but produces a superior flower. Every bulb makes one or two model spikes that are a delight to cut. Sturdy and prolific. Medium-deep in color.

(L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

Comments On Our 1949 Introductions

FROM MISSOURI:

"All six of your 1949 introductions produced excellent spikes and bloomed to perfection."
—M. L. Wolfe

FROM VERMONT:

"Friendship bloomed early and I think it is a crackerjack—one of the prettiest things I know of."
—Elmer Gove

FROM MICHIGAN:

"For my money FRIENDSHIP is tops . . . FREEDOM was excellent . . . VELVET MANTLE is grand—tall, straight, does not burn and holds 8 open. SUMMER SNOW is the whitest of them all and extra fine. CUPID is a grand little white. REGAL RED a grand medium red that is tall and straight with perfect placement."
—Bruce Collins

FROM TENNESSEE:

"Velvet Mantle has excellent color and produces long buggy-whip spikes. Friendship should certainly go a long way as a florist's glad. Freedom produces very consistent precise spikes and must be heard from in this color class. As for Summer Snow and Cupid, I was simply carried away with both of them."
—Dr. John F. Cason

FROM NORTH DAKOTA:

"I entered your premium glad Summer Snow in the Moorhead, Minnesota, flower show and took the grand champion ribbon home with me."
—Cy W. Miller

FROM OREGON:

"Velvet Mantle is a beauty . . . with seven florets open; Friendship was extra good with seven to eight 5½-inch florets; Summer Snow, so beautifully ruffled and pure, with seven 5-inch florets is an admirable addition to the whites; Regal Red is a very good color and has extra good substance; it had six 6-inch florets with five more in color."
—Erich Becker

FROM MINNESOTA:

"Regal Red produced a giant flower on a long flower head even in dry weather . . . I like Summer Snow very much."
—W. H. Ramsey

FROM ILLINOIS:

"Just won a blue ribbon with your Velvet Mantle at Kankakee; it is a grand introduction in its color class. Regal Red was enormous with strong color appeal.—J. C. Rossetter

FROM CANADA:

"Cupid was very good, Freedom was excellent, but Friendship was simply terrific. I can truthfully say that, to me, it was the most beautiful thing I grew."
—C. W. Currie

FROM NORTH CAROLINA:

"I cut my first Regal Red this morning. It is a beautiful flower and truly regal."
—J. Watson Moon

FROM WASHINGTON:

"My entry, Friendship, won first in its class at Yakima yesterday."
—V. M. Libby

FROM IOWA:

"I have grown most of your introductions of past years and have never been disappointed."
—Dr. J. J. Jecmenek

"I think your seedlings constitute a distinct strain of glads, something I have not seen since A. E. Kunderd's more than a quarter of a century ago."
—Foss Heaton

FROM DELAWARE:

"At the Maryland show a well-nigh perfect spike of Cupid took first a blue and then a gold ribbon as 300 size champ of the show. My spike of Friendship took a blue. . . . Incidentally, a local florist, who has been in the business over 30 years, told me that Cupid and Friendship were the perfect white and the perfect pink for floral work. He was tremendously impressed with them."
—R. E. Bowland, Jr.

Pleasure and Profit from Cut Flowers

(Continued from page 14)

single vacant lot. At the current small-town price of \$1 per dozen, this would be \$400 from a vacant lot.

I would not want to counsel anyone to go off the deep end and go into the bulb business as such, since there may be all the bulb growers in America today that the country requires, at least in a post-war economy. But there are thousands of communities in America of a few hundred to 3000 population where there is no regular florist, where a cut-flower business offers an unrealized opportunity to make several hundred dollars each year, as well as giving one a lot of thrills and the health that comes from working outdoors. Of course glads are THE cut-flower to specialize in since, because of their size and showiness, they offer the greatest value for the money of any cut-flower. Also, few flowers are as easily grown. In communities where there is already a florist, one can often sell cut glads to him. The going wholesale price of cut glads of high quality is 8c per spike here in the Midwest.

In cutting glads, the bulb is not injured as a result of cutting the flower if the spike is cut in such a way as to save the foliage. Indeed, the plant will produce a better bulb if the flower is cut.

The secret of success in growing glads for cut-flowers is to grow them well and to have

Slides for Winter Flower Club Meetings

Last year we offered our customers a twofold kodachrome service whereby they could enjoy and study full color transparencies of many of the newest gladiolus introductions. Our first offering consisted of five sets of standard 35 mm kodaslide suitable either for projection on a screen or use with a hand viewer. There were about 200 slides in each of these sets. Our second offering was an innovation: five STEREO sets showing the glads both in full color and in three dimensions. There were about 100 slides in each of these sets. The proper type of hand viewers accompanied each type of set. Rental of either type to either individuals or clubs was made as nominal as possible: \$1.00 per set.

The response was so tremendous that we were overwhelmed all winter trying to keep up with it. Worse yet, in spite of our best efforts, we were unable to get the slides to certain flower clubs in time for scheduled meetings. This year, though we are still not trying to make any money on these slides but rather to popularize the gladiolus, we felt that we ought to raise the rental fee to \$3.00 for either type of set in order to restrict the demand more largely to flower clubs, so that the number of sets available will suffice to cope with the demand, lest excessive demand again cause disappointment to large groups of flower lovers. Since other nurseries to our knowledge are asking \$5.00 rental for smaller sets of standard kodachromes, we believe that our \$3.00 fee is still modest.

In addition to single spikes of glads, these slides include many beautiful examples of gladiolus arrangement, and also some non-glad pictures of famous American gardens, such as Longwood, the DuPont garden near Kennett Square, Pa., the Hershey Rose Garden at Hershey, Pa. (a legacy of the chocolate king), and also Magnolia, Middleton, and Brookgreen—famous old plantation gardens in South Carolina, probably the most beautiful in the world. Each year we add some new pictures to these sets.

The stereo sets are much more wonderful in their effect than the standard 35 mm kodaslide but we do not have a projector for the stereos.

Let us know in good season the dates on which you would like to rent one of these sets. After viewing them, please return them promptly so that some other flower club or glad society may have a chance to enjoy them.

(Note: Many of our glad introductions are also included in the kodachrome sets available for rent from Philip Corliss, Somerton, Arizona. Please write to Dr. Corliss direct for details.)

the right varieties. Access to a garden hose is essential in dry weather. As to varieties, the best cutters are indicated in our ratings in our alphabetical list. Securing varieties that throw tall spikes even from small bulbs is important as one can then buy the smaller sized bulbs and not wait two years for large saleable spikes.

If I were to start in growing glads for cut-flowers in a small town or city, I would purchase by the 100 or 500 (see our wholesale list on page 56) planting stock of some of the best current cutters such as Big Top, Burma, Chamouny, Daisy Mae, Gaylore, Genghis Khan, Gratitude, Spotlight, Lavender and Gold, Leading Lady, Rosa van Lima, Red Charm, etc. Simultaneously I would invest in half-pints, pints, or quarts of some of the really sensational newer sorts such as Friendship, Spic & Span, Regal Red, Dieppe, Wedgwood, Florence Nightingale, etc., so that in a couple of years you can discard some of the older sorts and have ONLY THE BEST in each color class. Remember that pink and white are the colors in most demand, though most people prefer mixed bouquets with some odd colors. One should get some each of early, mid-season and late varieties. Our frank descriptions and ratings are designed to help you make an intelligent selection. Actual trial is essential, however, to ascertain what varieties are best suited to your specific climatic and soil conditions. Detailed cultural directions are included with every order we send out.

There is no hobby that I know of so replete with thrills as glad growing, or so conducive to emotional and physical health. As a sideline to enable one to make a few hundred dollars of so-called "pin-money", glad growing can prove as profitable as it is pleasant.

The Gladiolus Classification System

The number after the name of each variety in our general descriptive list denotes the official size and color classification of that variety as determined by a committee of the North American Gladiolus Council. We list these classification numbers because they are helpful to customers in determining the exact size and color classification of varieties they may want to buy or to exhibit at glad shows conducted under the auspices of the N.A.G.C., where this classification system is used.

Glads are classified in five sizes as follows:

Miniature Glads	100—florets under 2½"
Small Glads	200—2½" through 3¼"
Medium Glads	300—3¼" through 4⅜"
Large Glads	400—4½" through 5⅜"
Giant Glads	500—5½" or larger

For instance, turn to page 13. The first variety described, Abu Hassan, is followed by the number 378. The 300 means it has a floret size from 3¼" through 4⅜". The 78 designates this variety as a deep violet. Hence the numbers after the variety names tell the story of the size and color of the individual floret as grown under field conditions from large bulbs.

COLOR CLASSES

Class		50 Red	50 (Light))
00 White	00 without conspicuous marking	Red	52 (Deep)
White	01 with conspicuous marking	Red	54 (Black)
Cream	06	60 Rose	60 (Light)
10 Yellow	10 (Light)	Rose	62 (Deep)
Yellow	12 (Deep)	Lavender	66
Buff	16	70 Purple	70
20 Orange	20 (Light)	Violet	76 (Light)
Orange	22 (Deep)	Violet	78 (Deep)
Orange	24 (Red Orange)	80 Smoky shades	
30 Salmon	30 (Light)	Smoky	82 (Orange Smoky)
Salmon	32 (Deep)	Smoky	83 (Salmon Smoky)
Scarlet	36	Smoky	84 (Pink Smoky)
40 Pink	40 (Light) without markings	Smoky	85 (Red Smoky)
Pink	41 (Light) with c. markings	Smoky	86 (Lavender Smoky)
Pink	42 (Deep)	90 Any other color.	

Wholesale Price List--Not Prepaid

Prices indicated are F.O.B., St. Charles, Minnesota. Twenty-five or more bulbs of the same size and variety will be sold at the 100 rate. 250 or more of the same size and variety will be sold at the 1000 rate. All stock subject to prior sale. C indicates price per hundred; M indicates price per thousand. Bulblets dry measure.

		BULBLETS (Dry Measure)								
		1	2	3	4	5	6	½ Pt.	Qt.	Pk.
ABU HASSAN	C-----	7.00	6.00	5.00	4.00	3.00	2.00	4.00	12.00	-----
AUREOLE	C-----	15.00	12.00	8.00	6.00	4.00	2.50	5.00	15.00	-----
AUTUMN GOLD	C-----	3.00	2.50	2.00	1.50	1.00	-----	-----	-----	-----
	M-----	25.00	20.00	16.00	12.00	8.00	6.00	-----	2.00	15.00
BEAUTY'S BLUSH	C-----	10.00	8.00	6.00	5.00	4.00	3.00	-----	-----	-----
	M-----	80.00	64.00	50.00	40.00	32.00	25.00	5.00	15.00	90.00
BETTER TIMES	C-----	-----	-----	5.00	4.00	3.50	3.00	4.00	15.00	-----
BIG TOP	C-----	4.00	3.50	2.50	2.00	1.50	1.00	-----	-----	-----
	M-----	35.00	28.00	22.00	16.00	12.00	8.00	1.00	3.00	20.00
BLESSED DAMOSEL	C-----	4.50	3.50	2.50	1.50	1.25	1.00	-----	-----	-----
	M-----	40.00	30.00	20.00	12.00	10.00	9.00	1.00	3.00	20.00
BOULOGNE	C-----	6.00	5.00	4.00	3.50	2.50	1.50	-----	-----	-----
	M-----	48.00	40.00	32.00	28.00	20.00	12.00	1.50	5.00	30.00
BURMA	C-----	5.00	4.00	3.50	2.50	2.00	-----	1.50	5.00	35.00
CARNIVAL	C-----	30.00	25.00	20.00	16.00	12.00	10.00	12.00	-----	-----
CASABLANCA	C-----	3.50	3.00	2.50	-----	-----	-----	-----	-----	-----
	M-----	30.00	25.00	20.00	-----	-----	-----	-----	2.00	10.00
CHAMOUNY	C-----	-----	-----	2.00	1.50	1.00	-----	-----	-----	-----
	M-----	-----	-----	16.00	12.00	8.00	6.00	-----	2.00	15.00
CONN. YANKEE	C-----	32.00	28.00	24.00	20.00	16.00	12.00	15.00	45.00	-----
CORONA	C-----	4.00	3.50	3.00	2.50	2.00	1.50	-----	-----	-----
	M-----	35.00	30.00	25.00	20.00	16.00	12.00	-----	2.50	14.00
CUPID	C-----	12.00	10.00	8.00	6.00	4.00	3.00	5.00	15.00	90.00
DAISY MAE	C-----	6.50	5.50	4.50	3.50	2.50	2.00	-----	-----	-----
	M-----	60.00	50.00	40.00	30.00	20.00	15.00	3.00	10.00	60.00
ETHEL CAVE COLE	C-----	3.00	2.50	2.25	2.00	1.50	1.00	1.00	2.00	10.00
EUREKA	C-----	25.00	20.00	15.00	12.00	10.00	7.00	15.00	40.00	-----
EVANGELINE	C-----	160.00	130.00	100.00	80.00	65.00	50.00	100.00	300.00	-----
FABULOUS	C-----	20.00	18.00	16.00	14.00	12.00	8.00	10.00	35.00	-----
FLORENCE NIGHTINGALE	C-----	35.00	30.00	25.00	20.00	15.00	12.00	15.00	40.00	240.00
FREEDOM	C-----	64.00	56.00	48.00	40.00	32.00	28.00	30.00	100.00	-----
FRIENDSHIP	C-----	64.00	56.00	48.00	40.00	32.00	28.00	30.00	100.00	-----
GAYLORE	C-----	5.00	4.00	3.50	3.00	2.50	2.00	-----	-----	-----
	M-----	-----	-----	-----	24.00	18.00	15.00	1.50	5.00	35.00
GENGHIS KHAN	C-----	-----	-----	4.00	3.00	2.00	1.50	2.00	6.00	-----
GLEAM	C-----	3.50	3.00	2.50	2.00	-----	-----	-----	-----	-----
	M-----	30.00	25.00	20.00	15.00	-----	-----	-----	2.00	10.00
GRATITUDE	C-----	5.00	4.50	4.00	3.00	2.50	2.00	-----	-----	-----
	M-----	45.00	40.00	35.00	25.00	20.00	12.00	1.00	4.00	30.00
HAWKEYE RED	C-----	-----	-----	2.00	1.50	1.00	-----	-----	-----	-----
	M-----	-----	-----	16.00	12.00	8.00	6.00	-----	2.00	10.00
HEAVENLY WHITE	C-----	4.50	4.00	3.50	2.50	2.00	1.25	-----	-----	-----
	M-----	40.00	35.00	30.00	20.00	15.00	10.00	1.00	4.00	20.00
JEANIE	C-----	-----	-----	-----	2.00	1.50	1.00	-----	-----	-----
	M-----	-----	-----	-----	16.00	12.00	8.00	-----	2.00	10.00
KING LEAR	C-----	4.00	3.50	-----	2.00	1.50	1.00	-----	-----	-----
	M-----	35.00	30.00	-----	16.00	12.00	8.00	-----	2.00	10.00
LANCASTER	C-----	11.00	9.00	7.00	5.50	3.50	3.00	-----	-----	-----
	M-----	100.00	80.00	64.00	50.00	32.00	24.00	6.00	20.00	-----
LAVENDER & GOLD	C-----	5.00	4.00	3.00	2.50	1.50	1.25	-----	-----	-----
	M-----	45.00	35.00	25.00	20.00	14.00	10.00	1.00	4.00	20.00

		BULBLETS (Dry Measure)								
		1	2	3	4	5	6	1½ Pt.	Qt.	Pk.
LAVENDER PRINCE	C	6.00	5.00	4.50	3.50	2.50	2.00			
	M	50.00	45.00	40.00	30.00	22.00	18.00	1.50	5.00	35.00
LEADING LADY	C	5.00	4.00	3.00	2.50	1.50	1.25			
	M	45.00	35.00	25.00	20.00	14.00	10.00		2.00	10.00
LITTLE SWEETHEART	C				12.00	8.00	6.00			
MARGARET BEATON	C	4.00	3.00	2.75	2.50	2.00	1.50			
	M	35.00	30.00	25.00	20.00	15.00	10.00		2.00	10.00
MARGARET WOOD	C	7.00	6.00	5.00	4.50	3.50	3.00			
	M	64.00	56.00	48.00	42.00	32.00	24.00	2.00	7.00	50.00
MISS WISCŌNSIN	C	8.00	7.00	6.00	5.00	4.00	3.00			
	M	60.00	55.00	48.00	40.00	32.00	20.00	4.50	15.00	90.00
MIXTURE	C	3.00	2.50	2.00	1.50	1.00	.75			
	M	25.00	20.00	15.00	11.00	8.00	5.00		1.00	5.00
MONTPELIER	C	16.00	13.00	11.00	9.00	7.00	5.00	4.00	12.00	
MT. INDEX	C	4.00	3.50	2.50	2.00	1.50	1.25			
	M	36.00	30.00	22.00	16.00	12.00	10.00		4.00	25.00
ORANGE GOLD	C	5.50	4.50	3.50	2.50	2.00	1.50			
	M	50.00	40.00	30.00	20.00	15.00	10.00	2.50	7.00	35.00
ORANGE PRINCE	C	10.00	9.00	8.00	7.00	6.00	5.00	3.00	8.00	
ORIENTAL PEARL	C	4.50	3.50	3.00	2.50	2.00	1.50			
	M	40.00	32.00	23.00	20.00	15.00	12.00	2.00	7.00	35.00
PICARDY	C	4.00	3.50	2.50	2.00	1.50	1.00			
	M	35.00	30.00	20.00	16.00	12.00	8.00		1.50	10.00
POET'S DREAM	C	5.00	4.00	3.00	2.50	2.00	1.50			
	M	40.00	32.00	25.00	20.00	16.00	12.00		2.00	10.00
PURPLE SUPREME	C	4.00	3.50	3.00	2.50	1.50	1.00			
	M	35.00	30.00	25.00	20.00	12.00	8.00		2.00	10.00
RED CHARM	C	4.50	3.50	3.00	2.00	1.50	1.00			
	M	40.00	32.00	26.00	18.00	12.00	8.00	1.50	4.00	25.00
REGAL RED	C	34.00	30.00	26.00	22.00	18.00	14.00	15.00	50.00	300.00
ROSA VAN LIMA	C	3.00	2.50	2.00	1.50	1.00				
	M	25.00	20.00	15.00	11.00	8.00			1.50	10.00
ROSE CHARM	C	12.00	10.00	8.00	6.00	4.00	3.00			
	M	100.00	80.00	65.00	50.00	34.00	28.00	5.00	15.00	90.00
ROSE O'DAY	C	5.00	4.50	4.00	3.00	2.50	2.00			
	M	45.00	36.00	30.00	25.00	20.00	15.00	1.00	4.00	25.00
SALMAN'S GLORY	C	6.00	5.00	4.00	3.50	2.50	2.00			
	M	55.00	45.00	35.00	30.00	24.00	18.00	2.00	7.00	45.00
SHERWOOD	C			45.00	35.00	25.00	20.00	25.00	75.00	
SILVER STAR	C	10.00	9.00	8.00	7.00	6.00	5.00	3.00	8.00	
SILVER WINGS	C				3.00	2.50	1.50			
	M				28.00	20.00	12.00	3.00	10.00	
SNOW PRINCESS	C	3.00	2.50	2.00	1.50	1.00	.75			
	M	25.00	20.00	15.00	11.00	8.00	6.00		1.50	10.00
SPARKS	C	24.00	20.00	18.00	14.00	9.00	7.00	9.00	35.00	
SPIC AND SPAN	C	32.00	28.00	24.00	20.00	18.00	16.00	20.00	75.00	
SPOTLIGHT	C	4.50	4.00	3.50	3.00	2.00	1.50			
	M	40.00	36.00	32.00	24.00	16.00	12.00	2.00	6.00	40.00
STARLET	C			5.00	4.00	3.00	2.00	4.00	12.00	
SUMMER SNOW	C	34.00	30.00	26.00	22.00	18.00	14.00	15.00	50.00	300.00
SUSQUEHANNA	C	3.50		2.50	2.00	1.50	1.00			
	M					12.00	8.00		2.00	12.00
TRUE LOVE	C	6.00	5.00	4.00	3.50	2.50	2.00			
	M			36.00	30.00	22.00	16.00	3.00	10.00	
VELVET MANTLE	C	64.00	56.00	48.00	40.00	32.00	28.00	35.00	75.00	300.00
WEDGWOOD	C	24.00	20.00	16.00	12.00	10.00	8.00			
	M	200.00	160.00	128.00	96.00	80.00	70.00	7.50	25.00	175.00
WHITE CHRISTMAS	C	32.00	28.00	24.00	20.00	16.00	12.00	15.00	50.00	300.00
WHITE GODDESS	C	40.00	32.00	25.00	18.00	15.00	12.00	25.00	90.00	

Varieties by Color

(With page numbers)

A Graphic Arrangement of the Color Classes with Cool Colors toward the Left and Warm Colors toward the Right, Dark Colors toward the Top and Light Colors toward the Bottom. All Color Classes in Logical Relationship to Each Other except the Two Smoky Classes Which Are Placed Arbitrarily for Convenience.

DEEP VIOLET

Abu Hassan—15
Blue Lagoon—19

MEDIUM VIOLET

Ravel—41
Blue Beauty—19

LIGHT VIOLET

Better Times—17
High Life—28

PALE VIOLET

Silver Gull—44

BLuish WHITE

Heavenly White—28

PURPLE

King Lear—30
Lancaster—31
Purple Supreme—41
Sherwood—44
Margaret Wood—34

LAVENDER-PURPLE

Parthiena—39
Lavender Prince—33

LAVENDER

Wedgwood—50
Huntress—29
Eliz. the Queen—23
Lavender Lace—2, 33

LIGHT LAVENDER

Lavender & Gold—33
Poet's Dream—39

WHITE WITH PURPLE THROAT

Silver Star—44

DARK ROSE-RED

Nocturne—3, 35
Nila—35

ROSE-RED

Boulogne—19
Modern Times—35
Burma—20

ROSE

Chamouny—20
Noweta Rose—1, 36
Preview—39
Miss Wisconsin—35
Rose O'Day—43

ROSE-PINK

Venida—50
Betty's Choice—17
Rose Charm—42
Topflite—49

LIGHT ROSE-PINK

Corona—20
Beauty's Blush—17

WHITE WITH ROSE THROAT

Freedom—25
White Challenge—52

DARK RED

Black Opal—18
Antietam—15
Velvet Mantle—50
Mansoor—33

RED

Mighty Monarch—35
Birch Red—18
Red Charm—41
Regal Red—42
Firebrand—25

LIGHT RED

Hawkeye Red—27
Red Cherry—41
Mid-America—35
Radiance—41
Rita Mae—42

PURE-PINK

Jeanie—29
June Day—30
New Era—35
Rosa van Lima—42
Friendship—26
Little Sweetheart—33
Tivoli—49

LIGHT PURE-PINK

Blessed Damosel—19
Skyway—44
Lipstick—33
True Love—50
Magnolia—33
Evangeline—25
Seashell—44
Chic—20
Invictus—29

SNOW WHITE

Summer Snow—47

**BLUE AND SILVER
SMOKIES**

Pastel—39
Oklahoma—36
Irak—29

SCARLET

Redwing—41
Destiny—22
Tarawa—48
War Paint—50
Red Rascal—41
Bonfire—19
Orange Prince—38
Carnival—20

SALMON-SCARLET

Red Plush—41
Dieppe—22
Trocadero—49

SALMON-PINK

Maxwelton—34
Fabulous—25
Cherry Jam—20
Enchantment—4, 25
Spic and Span—46
Genghis Khan—26
Gaylore—26
Montpelier—35
Big Top—18
Marion Pearl—34

LIGHT SALMON-PINK

Pandora—38
Treasure Island—49
Ethel Cave Cole—25
Heart's Desire—28
Conn. Yankee—20
Phantom Beauty—39

**WHITE WITH SCAR-
LET THROAT**

Margaret Beaton—34

**RED AND BRONZE
SMOKIES**

Dusty Miller—22
Buckeye Bronze—20
Sandman—44
Bolero—19
High Finance—28

SCARLET-ORANGE

Twinkles—50
Brightside—19

SALMON-ORANGE

Gratitude—26

SALMON

Daisy Mae—22
Ladrone—31
King Alfred—30
Victory Queen—50

LIGHT SALMON

Picardy—39
Kelsey—30
Deborah Sampson—22
Lady Luck—31

**WHITE WITH CREAM
THROAT**

White Christmas—52
Snow Flurry—46
White Goddess—52
Cupid—22
Starlet—47
F. Nightingale—25
Florentine—5, 25

Last September, in preparing this color classification, we decided not to trust either our memory of varieties or the official classification. Instead, we took a specimen of every variety then in bloom (and nearly everything in our list was blooming at that time, if only from bulblets). We then arranged every variety in its logical position in relation to other colors. (Colors, you know, have both latitude and longitude and bear a mathematical relationship to each other on a schematic color sphere—the rainbow hues ringing

DEEP ORANGE

Orange Gold—36

LIGHT ORANGE

Little Gold—33

DEEP BUFF

Sunlight—47
October Sunshine—36
Manchu—33
Donna—22
Patrol—39
Strawberry Peach—47

LIGHT BUFF

Pactolus—38
Bo-Peep—19
Sunspot—48
Arethusa—15
Susquehanna—48

**WHITE WITH YELLOW
THROAT**

Heart O' Gold—2, 27
Mt. Index—35

DEEP YELLOW

Autumn Gold—17
Spun Gold—47

MEDIUM YELLOW

Spotlight—47
Perdita—39

LIGHT YELLOW

Yellow Herald—52
Aureole—17
Babs—17
Crinkle Cream—22
Gleam—26
Sunny Day—48
Sparks—46

CREAM

Lady Jane—31
Oriental Pearl—38
Salman's Glory—43
Leading Lady—33
Spindrift—47

CREAMY WHITE

Casablanca—20
Eureka—25
Snow Princess—46
Silver Wings—44

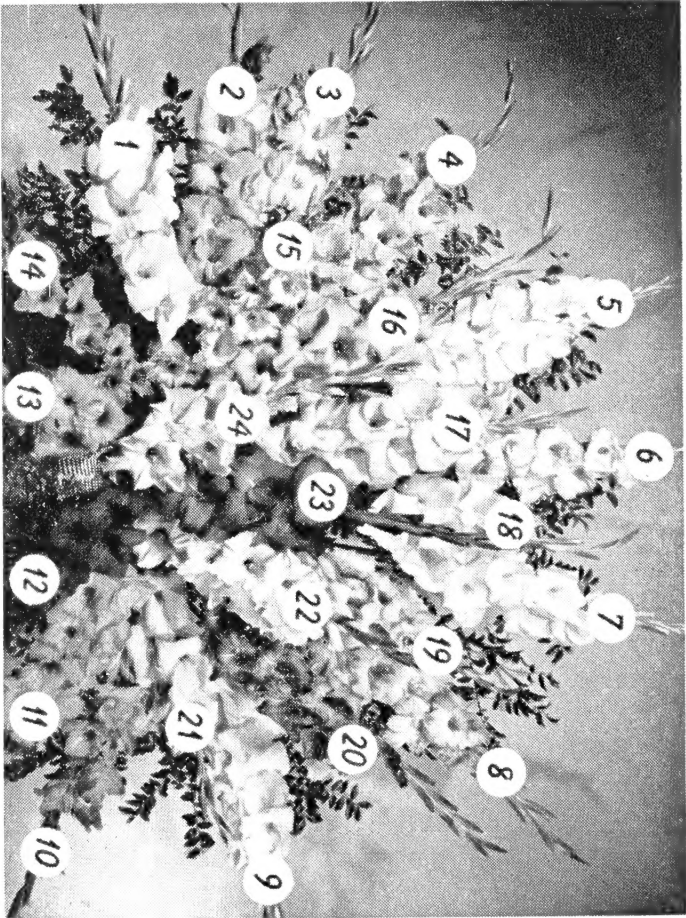
the equator (longitude) and these colors then lightening toward one pole and darkening toward the other (latitude).) We not only arranged the color classes logically but arranged the varieties in their proper sequence within each color class. Thus in the **purple class**, for instance, the darkest purple, King Lear, is placed at the top; the next darkest, Lancaster, second, and so on down the line until we come to the lightest, Margaret Wood, which is placed at the bottom of its class and closest to Parthiena, the darkest variety in the next lighter color class in that color range, i.e., the lavender-purple class.

We made some interesting discoveries, some expected and some unexpected: certain varieties do not belong in the color classes where they are officially placed at all. Orange Prince is not an orange but a scarlet. Daisy Mae is not an orange but a salmon—the deepest of the salmons and just a trifle smoky but not enough so to be classified as a smoky. Evangeline is not a rose like Chamouny at all (as officially classified) but a very pale pure pink. (This error in the official classification resulted from the habit of many flower lovers, especially our Canadian friends, of using **rose** as if it were a synonym for **pink**. Actually **rose** is a cool shade of pink, just as **salmon** is a warm shade of pink. A glad cannot be a “salmon-rose”, as one often hears such a variety as Spic and Span described, because it cannot be both a warm pink and a cool pink at the same time. It must be **either** a salmon pink (warm) or a rose pink (cool), or, if neither warm nor cool, a **pure pink**. Some varieties like Noweta Rose and Rose O'Day are a lavender-rose shade—cooler than Chamouny, yet hardly to be classed with the lavender-purples. Hence we left them in the rose class.

We believe this classification will be helpful to you in showing just where each variety stands in respect to coolness or warmness, darkness or lightness. But remember, many glads vary slightly in color in different soils and in different weather (some being warmer-toned in warm weather and cooler-toned in cool weather!). Our classification was made in cool September weather with blooms grown in our black corn-belt loam.

In exhibiting glads at shows, however, one must exhibit a variety according to its official color classification, which we give along with our descriptions in the alphabetical list. See page 55 also.

Key to Varieties Pictured on Back Cover



- | | |
|--------------------|--------------------------|
| 1. White Challenge | 13. Dieppe |
| 2. Orange Gold | 14. Chamouny |
| 3. Genghis Khan | 15. Wedgwood |
| 4. Betty's Choice | 16. Daisy Mae |
| 5. Freedom | 17. Blessed Damysel |
| 6. Poet's Dream | 18. Spotlight |
| 7. Beauty's Blush | 19. Rose O'Day |
| 8. Genghis Khan | 20. Dusty Miller |
| 9. Eureka | 21. Spotlight |
| 10. Gratitude | 22. White Christmas |
| 11. Spic and Span | 23. Regal Red |
| 12. Lancaster | 24. Florence Nightingale |



White
Christmas

